
From: Benne, Joy
Sent: Tuesday, April 03, 2018 2:57 PM
To: Mary Taylor (mary@allianceforlifemissouri.com)
Subject: FW: Exhibit E for Review - Bugard
Attachments: Exhibit E - Credentialed S. Burgard.pdf

Importance: High

Mary,
The attached for S. Burgard is approved.
Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Tuesday, April 03, 2018 11:15 AM
To: DFAS A2APrograms
Subject: Exhibit E for Review - Bugard
Importance: High

Good Morning Joy,

I hope you and your family had a happy Easter weekend.

I have attached a revised Exhibit E for Sharon Bugard – she will be the Credentialed Case Manager for Options for Women – CAPE. If you could take a moment to review this and let me know when I can get her set up to have access to the A2A database.

Thank you,

Mary Taylor
A2A Program Manager
106 5th Ave. S
P.O. Box 65
Greenwood, MO 64034
PH: 816-806-4168
FAX: 855-856-5240
www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*



EXHIBIT E**EXPERTISE OF KEY PERSONNEL**

(Copy and complete this table for each key person proposed. Titles of personnel should be consistent with titles referenced throughout the RFP.)

Title of Position: <u>Credentialed Case manager</u>	
Name of Person:	<u>SHARON Burgard</u>
Educational Degree (s): include college or university, major, and dates	<u>Bachelor of Arts - Christian Counseling</u> <u>Masters - Christian Counseling</u> <u>Covington Seminary</u>
License(s)/Certification(s), #(s), expiration date(s), if applicable:	<u>not applicable</u>
Specialized Training Completed.	<u>Certified Life Coach</u>
# of years experience in area of service proposed to provide:	<u>22 years</u>
Describe person's relationship to vendor. If employee, # of years. If subcontractor, describe other/past working relationships	<u>Director of Client Services</u> <u>Work with clients directly - Intakes -</u> <u>Parenting classes - phone calls</u>
Describe this person's responsibilities over the past 12 months.	<u>Client Services - work directly with clients -</u> <u>Intakes - phone calls - email etc</u> <u>Teach parenting classes</u>
Previous employer(s), positions, and dates	<u>Southeast Missouri University - 2017 -</u> <u>Present</u>
Identify specific information about experience in:	} <u>see attached document</u>
✓ Early childhood development	
✓ Family/marital counseling	
✓ Social work	
✓ Case management	
✓ Program administration	

Submitted to AFE 2017
8/31/2018

Sharon Burgard

Previous Employer, positions and dates.

Southeast Missouri State University (SEMO)

Position—Coordinator of Athletic Academic Services June 1997- June 2016—retired

Professor—Courses taught: Topics in Life Skills, Principles of Mentoring, Family Economics, UI100 Choices and Consequences. 1997-Fall 2017

Early Childhood Development- Topics in Life Skills covered birth to death 1997-2017

Family/marital counseling—Work with husband in counseling and working with couples in premarital counseling and also with couples in marriage crisis. We work with families with children in crisis and taught parenting classes and Bible Studies on the family.

Social Work—Mainly in referral situations and learned what services are available.

Case Management—Managing cases of students that I worked with at SEMO and now at Options for Women.

Program Administration—Administered Athletic Academic Program at SEMO.

Shadow Rest Ministries—2006-to present. Shadow Rest is a retreat ministry that my husband and I started to offer a place of peace and rest. The goal is to allow people to be restored so they can face and deal with whatever life may throw at them.

We plan and facilitate various programs concerning spiritual growth, marriage and family help and retreats. The retreat is also utilized by other churches, University departments, city groups, etc.

From: Benne, Joy
Sent: Thursday, April 05, 2018 8:15 AM
To: Mary Taylor (mary@allianceforlifemissouri.com)
Subject: FW: Exhibit E - Review
Attachments: Exhibit E - Credentialed Case Manager.docx

Mary,

On the attached Exhibit E, can you have S. Embry elaborate more on her experience under Social work and Program administration? (Experience, describe the role and extent of involvement in the experience).

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 04, 2018 4:03 PM
To: DFAS A2APrograms
Subject: Exhibit E - Review

Hi Joy,

I have another sub who has a staff member stepping into position that will need access to the database. I have attached her background history for your review.

BTW – are you aware of any issues with the database system?

Thanks,

Mary Taylor
A2A Program Manager
106 5th Ave. S
P.O. Box 65
Greenwood, MO 64034
PH: 816-806-4168
FAX: 855-856-5240
www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*



EXHIBIT E**EXPERTISE OF KEY PERSONNEL**

(Copy and complete this table for each key person proposed. Titles of personnel should be consistent with titles referenced throughout the RFP.)

Title of Position: <u>A2A Case Manager</u>	
Name of Person:	Suzanna L. Embry
Educational Degree (s): include college or university, major, and dates	BS Social Work
License(s)/Certification(s), #(s), expiration date(s), if applicable:	N/A
Specialized Training Completed.	Dialectical Behavior Therapy Training for High-Risk Girls at Great Circle in St. James, MO
# of years experience in area of service proposed to provide:	Seven (7) years
Describe person's relationship to vendor. If employee, # of years. If subcontractor, describe other/past working relationships	Employee, started on 29 March 2018.
Describe this person's responsibilities over the past 12 months.	Worked with Birth Right of Rolla, transitioned and started the Guiding Star of Mid-Missouri A2A Program in Feb-June 2017.
Previous employer(s), positions, and dates	Client Advocate, Birth Right of Rolla 2010 – 2016 Client Advocate, Guiding Star of Mid-Missouri, 2017
Identify specific information about experience in:	Clearly identify the experience, provide dates, describe the person's role and extent of involvement in the experience.
✓ Early childhood development	
✓ Family/marital counseling	
✓ Social work	Seven (7) Years, 2010 – 2017
✓ Case management	
✓ Program administration	Seven (7) Years, 2010 – 2017

From: Mary Taylor <mary@allianceforlifemissouri.com>
Sent: Wednesday, April 11, 2018 1:13 PM
To: Benne, Joy
Subject: RE: Exhibit E - Review
Attachments: Exhibit E - Credentialed Case Manager.docx

Hi Joy,

Attached is a revised Exhibit E, providing more detail on Ms. Embry's background for your review and approval.

Thank you,

Mary
A2A Program Manager
816-806-4168

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 05, 2018 8:15 AM
To: Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>
Subject: FW: Exhibit E - Review

Mary,

On the attached Exhibit E, can you have S. Embry elaborate more on her experience under Social work and Program administration? (Experience, describe the role and extent of involvement in the experience).

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 04, 2018 4:03 PM
To: DFAS A2APrograms
Subject: Exhibit E - Review

Hi Joy,

I have another sub who has a staff member stepping into position that will need access to the database. I have attached her background history for your review.

BTW – are you aware of any issues with the database system?

Thanks,

Mary Taylor
A2A Program Manager
106 5th Ave. S

P.O. Box 65
Greenwood, MO 64034
PH: 816-806-4168
FAX: 855-856-5240
www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*



EXHIBIT E**EXPERTISE OF KEY PERSONNEL**

(Copy and complete this table for each key person proposed. Titles of personnel should be consistent with titles referenced throughout the RFP.)

Title of Position: <u>A2A Case Manager</u>	
Name of Person:	Suzanna L. Embry
Educational Degree (s): include college or university, major, and dates	BS Social Work
License(s)/Certification(s), #(s), expiration date(s), if applicable:	N/A
Specialized Training Completed.	Dialectical Behavior Therapy Training for High-Risk Girls at Great Circle in St. James, MO
# of years experience in area of service proposed to provide:	Seven (7) years
Describe person's relationship to vendor. If employee, # of years. If subcontractor, describe other/past working relationships	Employee, started on 29 March 2018.
Describe this person's responsibilities over the past 12 months.	Worked with Birth Right of Rolla, transitioned and started the Guiding Star of Mid-Missouri Alternative to Abortion (A2A) Program in Feb-June 2017.
Previous employer(s), positions, and dates	Client Advocate, Birth Right of Rolla 2010 – 2016 Client Advocate, Guiding Star of Mid-Missouri, 2017
Identify specific information about experience in:	Clearly identify the experience, provide dates, describe the person's role and extent of involvement in the experience.
✓ Early childhood development	
✓ Family/marital counseling	
✓ Social work	Seven (7) Years, 2010 – 2017, Served as a client advocate for Birthright of Rolla, assisting clients accessing government social services (i.e. Medicaid, SNAP, WIC, TANF, etc.). Helped clients find shelter and low-income housing (2010-2016). In Nov 2016, helped establish Guiding Star of Mid-Missouri, served client services director. Transitioned to Great Circle in April 2017, serving as a Youth Care Specialist, providing Dialectical Behavior Therapy for 15-19 year old females. During this time, left employment at Guiding Star, but still volunteered there.
✓ Case management	
✓ Program administration	Seven (7) Years, 2010 – 2017 provided all program administration at Birthright (fundraising and resource management). While at Guiding Star of Mid-Missouri,

Title of Position: <u>A2A Case Manager</u>	
	established the counseling program and Alternatives to Abortion (A2A) Program.

From: Benne, Joy
Sent: Wednesday, April 11, 2018 1:28 PM
To: 'Mary Taylor'
Subject: RE: Exhibit E - Review

Mary....which location is S. Embry located at?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 11, 2018 1:13 PM
To: Benne, Joy
Subject: RE: Exhibit E - Review

Hi Joy,

Attached is a revised Exhibit E, providing more detail on Ms. Embry's background for your review and approval.

Thank you,

Mary
A2A Program Manager
816-806-4168

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 05, 2018 8:15 AM
To: Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>
Subject: FW: Exhibit E - Review

Mary,

On the attached Exhibit E, can you have S. Embry elaborate more on her experience under Social work and Program administration? (Experience, describe the role and extent of involvement in the experience).

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 04, 2018 4:03 PM

To: DFAS A2APrograms
Subject: Exhibit E - Review

Hi Joy,

I have another sub who has a staff member stepping into position that will need access to the database. I have attached her background history for your review.

BTW – are you aware of any issues with the database system?

Thanks,

Mary Taylor

A2A Program Manager

106 5th Ave. S

P.O. Box 65

Greenwood, MO 64034

PH: 816-806-4168

FAX: 855-856-5240

www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*



From: Benne, Joy
Sent: Wednesday, April 11, 2018 1:59 PM
To: 'Mary Taylor'
Subject: RE: Exhibit E - Review
Attachments: Exhibit E (S. Embry-Credentialed Case Manager) 4-11-18.pdf

Mary,
The attached Exhibit E for S. Embry is approved. Could you let me know which location she will be at for my records? Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Benne, Joy
Sent: Wednesday, April 11, 2018 1:28 PM
To: 'Mary Taylor'
Subject: RE: Exhibit E - Review

Mary....which location is S. Embry located at?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 11, 2018 1:13 PM
To: Benne, Joy
Subject: RE: Exhibit E - Review

Hi Joy,

Attached is a revised Exhibit E, providing more detail on Ms. Embry's background for your review and approval.

Thank you,

Mary
A2A Program Manager
816-806-4168

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 05, 2018 8:15 AM

To: Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>

Subject: FW: Exhibit E - Review

Mary,

On the attached Exhibit E, can you have S. Embry elaborate more on her experience under Social work and Program administration? (Experience, describe the role and extent of involvement in the experience).

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services

Division of Finance & Administrative Services

Phone: (573) 751-7027

Fax: 573-751-7598

Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]

Sent: Wednesday, April 04, 2018 4:03 PM

To: DFAS A2APrograms

Subject: Exhibit E - Review

Hi Joy,

I have another sub who has a staff member stepping into position that will need access to the database. I have attached her background history for your review.

BTW – are you aware of any issues with the database system?

Thanks,

Mary Taylor

A2A Program Manager

106 5th Ave. S

P.O. Box 65

Greenwood, MO 64034

PH: 816-806-4168

FAX: 855-856-5240

www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*



EXHIBIT E**EXPERTISE OF KEY PERSONNEL**

(Copy and complete this table for each key person proposed. Titles of personnel should be consistent with titles referenced throughout the RFP.)

Title of Position: <u>A2A Case Manager</u>	
Name of Person:	Suzanna L. Embry
Educational Degree (s): include college or university, major, and dates	BS Social Work
License(s)/Certification(s), #(s), expiration date(s), if applicable:	N/A
Specialized Training Completed.	Dialectical Behavior Therapy Training for High-Risk Girls at Great Circle in St. James, MO
# of years experience in area of service proposed to provide:	Seven (7) years
Describe person's relationship to vendor. If employee, # of years. If subcontractor, describe other/past working relationships	Employee, started on 29 March 2018.
Describe this person's responsibilities over the past 12 months.	Worked with Birth Right of Rolla, transitioned and started the Guiding Star of Mid-Missouri Alternative to Abortion (A2A) Program in Feb-June 2017.
Previous employer(s), positions, and dates	Client Advocate, Birth Right of Rolla 2010 – 2016 Client Advocate, Guiding Star of Mid-Missouri, 2017
Identify specific information about experience in:	Clearly identify the experience, provide dates, describe the person's role and extent of involvement in the experience.
✓ Early childhood development	
✓ Family/marital counseling	
✓ Social work	Seven (7) Years, 2010 – 2017, Served as a client advocate for Birthright of Rolla, assisting clients accessing government social services (i.e. Medicaid, SNAP, WIC, TANF, etc.). Helped clients find shelter and low-income housing (2010-2016). In Nov 2016, helped establish Guiding Star of Mid-Missouri, served client services director. Transitioned to Great Circle in April 2017, serving as a Youth Care Specialist, providing Dialectical Behavior Therapy for 15-19 year old females. During this time, left employment at Guiding Star, but still volunteered there.
✓ Case management	
✓ Program administration	Seven (7) Years, 2010 – 2017 provided all program administration at Birthright (fundraising and resource management). While at Guiding Star of Mid-Missouri, established the counseling program and Alternatives to Abortion (A2A) Program.

From: Mary Taylor <mary@allianceforlifemissouri.com>
Sent: Wednesday, April 11, 2018 2:14 PM
To: Benne, Joy
Subject: RE: Exhibit E - Review

Come On Joy – WHY wouldn't you JUST know that...LOL!

OH I am SOOOO sorry – she is with Free Women's Center in Waynesville.

She is actually replacing the Danielle Flowers in the database...

Mary
A2A Program Manager
816-806-4168

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Wednesday, April 11, 2018 1:28 PM
To: 'Mary Taylor' <mary@allianceforlifemissouri.com>
Subject: RE: Exhibit E - Review

Mary....which location is S. Embry located at?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 11, 2018 1:13 PM
To: Benne, Joy
Subject: RE: Exhibit E - Review

Hi Joy,

Attached is a revised Exhibit E, providing more detail on Ms. Embry's background for your review and approval.

Thank you,

Mary
A2A Program Manager
816-806-4168

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 05, 2018 8:15 AM
To: Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>
Subject: FW: Exhibit E - Review

Mary,

On the attached Exhibit E, can you have S. Embry elaborate more on her experience under Social work and Program administration? (Experience, describe the role and extent of involvement in the experience).

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]

Sent: Wednesday, April 04, 2018 4:03 PM

To: DFAS A2APrograms

Subject: Exhibit E - Review

Hi Joy,

I have another sub who has a staff member stepping into position that will need access to the database. I have attached her background history for your review.

BTW – are you aware of any issues with the database system?

Thanks,

Mary Taylor

A2A Program Manager

106 5th Ave. S

P.O. Box 65

Greenwood, MO 64034

PH: 816-806-4168

FAX: 855-856-5240

www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*



From: Mary Taylor <mary@allianceforlifemissouri.com>
Sent: Wednesday, April 11, 2018 2:54 PM
To: Benne, Joy
Subject: RE: Exhibit E - Review

I apologize it is Free Women's Center of Polaski County.

Mary
A2A Program Manager
816-806-4168

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Wednesday, April 11, 2018 1:59 PM
To: 'Mary Taylor' <mary@allianceforlifemissouri.com>
Subject: RE: Exhibit E - Review

Mary,
The attached Exhibit E for S. Embry is approved. Could you let me know which location she will be at for my records? Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Benne, Joy
Sent: Wednesday, April 11, 2018 1:28 PM
To: 'Mary Taylor'
Subject: RE: Exhibit E - Review

Mary....which location is S. Embry located at?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 11, 2018 1:13 PM
To: Benne, Joy
Subject: RE: Exhibit E - Review

Hi Joy,

Attached is a revised Exhibit E, providing more detail on Ms. Embry's background for your review and approval.

Thank you,

Mary
A2A Program Manager
816-806-4168

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 05, 2018 8:15 AM
To: Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>
Subject: FW: Exhibit E - Review

Mary,
On the attached Exhibit E, can you have S. Embry elaborate more on her experience under Social work and Program administration? (Experience, describe the role and extent of involvement in the experience).

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Wednesday, April 04, 2018 4:03 PM
To: DFAS A2APrograms
Subject: Exhibit E - Review

Hi Joy,

I have another sub who has a staff member stepping into position that will need access to the database. I have attached her background history for your review.

BTW – are you aware of any issues with the database system?

Thanks,

Mary Taylor
A2A Program Manager
106 5th Ave. S
P.O. Box 65
Greenwood, MO 64034
PH: 816-806-4168
FAX: 855-856-5240
www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*



From: Benne, Joy
Sent: Wednesday, April 11, 2018 4:06 PM
To: Thompson, Christine
Subject: RE: Alternatives to Abortion

This one is a subcontractor already through Alliance for Life. Let's see what you are given this evening and go from there.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Thompson, Christine
Sent: Wednesday, April 11, 2018 4:04 PM
To: Benne, Joy
Subject: FW: Alternatives to Abortion
Importance: High

<https://www.midtownstl.org/>

1202 S Boyle....

Christine Thompson, MPA

Budget Unit Manager
Division of Finance and Administrative Services
Missouri Department of Social Services
Phone: (573)751-5665
christine.k.thompson@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:20 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion
Importance: High

A couple of additional things.

The number of participants annually – up duplicated and duplicated count.

Also, can you research Mid-Town in St. Louis. This is the organization they are interested in possibly funding and whether their services can be reimbursed out of Alternatives to Abortion vs. a new line in TANF.

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:13 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: Alternatives to Abortion
Importance: High

The Senate Appropriation Committee asked for some information related to the Alternatives to Abortion Program that we need to provide as soon as possible. Can you please assist with gathering the information together in a one/two page summary to provide the Committee members:

- Number or participants that receive benefits (unduplicated statewide count). I testified there were approx. 800 a month that receive services.
- How do they apply?
- What are the qualifications to receive services?
- List of Providers in St. Louis and Kansas City (include addresses)
- List of services that are provided/eligible
- List of services that are not provided/eligible (example – medical)
- When is the contract expire.
- What has been the historical appropriation/spend/lapse by fund and estimate for FY18.

If I have missed anything let me know.

Helen Jaco, Chief Financial Officer
Missouri Department of Social Services
221 West High, Room 310
Jefferson City, MO 65102
573-751-7533 Phone
573-751-7598 Fax
helen.jaco@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Marsha Middleton <marsha@allianceforlifemissouri.com>
Sent: Thursday, April 12, 2018 2:12 PM
To: Benne, Joy
Subject: RE: A2A Additional Funding Available

Joy;

IF no one else speaks up for the money, AFL will take it and try to get it all spent. But as we talked about yesterday, if someone else needs it, please send their way.

Thank you.
Marsha

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 12, 2018 10:20 AM
To: Abigail Chisom (Abigail@psclebanon.org) <Abigail@psclebanon.org>; Amanda Murray <amanda.murray@nursesfornewborns.org>; Angel McDonald (programdirector@mothersrefuge.org) <programdirector@mothersrefuge.org>; Wolf, MaryDebra <DEBBIEW@LFCS.ORG>; Heather Winsby (Hwinsby@havenofgracestl.org) <Hwinsby@havenofgracestl.org>; Jo Curran (jcurran@havenofgracestl.org) <jcurran@havenofgracestl.org>; Julie Ball (Julie.ball@mbch.org) <Julie.ball@mbch.org>; Kimberly Brown <KBrown@havenofgracestl.org>; Laura Griggs - Faith Maternity Care (treasurer@faithmaternity.com) <treasurer@faithmaternity.com>; Laura Guy-Rice (lgrice@ccsomo.org) <lgrice@ccsomo.org>; Marsha Middleton <marsha@allianceforlifemissouri.com>; Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>
Subject: A2A Additional Funding Available
Importance: High

Good Morning!

As we approach the end of the fiscal year I want to ask each of you if there is a need for additional funding and can it be guaranteed to be expended by end of fiscal year?

The Department has a small amount of funds (approx. \$200,000) available so it may not reach everyone. I do know some of you may not make it to the end of the fiscal year with current funding.

Please let me know if you have a need and what the amount would be. Please respond by noon on April 19, 2018, so we can allow time for processing of the amendment and for your agency to expend all the funds.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. this communication may contain information that is privileged, confidential or

otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.

From: Benne, Joy
Sent: Thursday, April 12, 2018 2:17 PM
To: 'Marsha Middleton'
Subject: RE: A2A Additional Funding Available

Thank you for your quick response. I will follow up with you next week when all responses are received.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Marsha Middleton [<mailto:marsha@allianceforlifemissouri.com>]
Sent: Thursday, April 12, 2018 2:12 PM
To: Benne, Joy
Subject: RE: A2A Additional Funding Available

Joy;

IF no one else speaks up for the money, AFL will take it and try to get it all spent. But as we talked about yesterday, if someone else needs it, please send their way.

Thank you.
Marsha

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 12, 2018 10:20 AM
To: Abigail Chisom (Abigail@psclebenon.org) <Abigail@psclebenon.org>; Amanda Murray <amanda.murray@nursesfornewborns.org>; Angel McDonald (programdirector@mothersrefuge.org) <programdirector@mothersrefuge.org>; Wolf, MaryDebra <DEBBIEW@LFCS.ORG>; Heather Winsby (Hwinsby@havenofgracestl.org) <Hwinsby@havenofgracestl.org>; Jo Curran (jcurran@havenofgracestl.org) <jcurran@havenofgracestl.org>; Julie Ball (Julie.ball@mbch.org) <Julie.ball@mbch.org>; Kimberly Brown <KBrown@havenofgracestl.org>; Laura Griggs - Faith Maternity Care (treasurer@faithmaternity.com) <treasurer@faithmaternity.com>; Laura Guy-Rice (lgrice@ccsomo.org) <lgrice@ccsomo.org>; Marsha Middleton <marsha@allianceforlifemissouri.com>; Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>
Subject: A2A Additional Funding Available
Importance: High

Good Morning!

As we approach the end of the fiscal year I want to ask each of you if there is a need for additional funding and can it be guaranteed to be expended by end of fiscal year?

The Department has a small amount of funds (approx. \$200,000) available so it may not reach everyone. I do know some of you may not make it to the end of the fiscal year with current funding.

Please let me know if you have a need and what the amount would be. Please respond by noon on April 19, 2018, so we can allow time for processing of the amendment and for your agency to expend all the funds.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. this communication may contain information that is privileged, confidential or otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.

From: Benne, Joy
Sent: Thursday, April 12, 2018 4:59 PM
To: Fooks, Michael
Subject: FW: March Service Reports
Attachments: March Case Review 2018.xlsx; Mar '18 Service Report.xlsx

Michael,
Please see the email below.
Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Mary Taylor [<mailto:mary@allianceforlifemissouri.com>]
Sent: Thursday, April 12, 2018 2:44 PM
To: DFAS A2APrograms
Subject: March Service Reports

Hi Joy,

Attached is our March Service & Case Review reports for your records.

If you have any questions or concerns, please let me know. But please remember, if it is not today or tomorrow, you may need to contact Marsha, unless it can wait until my return in a couple of weeks.

Thanks for you both do for us – your support with this vital program is appreciated more than you can know.

Mary Taylor
A2A Program Manager
106 5th Ave. S
P.O. Box 65
Greenwood, MO 64034
PH: 816-806-4168
FAX: 855-856-5240
www.allianceforlifemissouri.com



Our Vision: To unify and champion LIFE ministries.

*Our Mission: To save and change lives through **Equipping** people, **Empowering** ministries, and **Engaging** communities toward a culture of LIFE.*

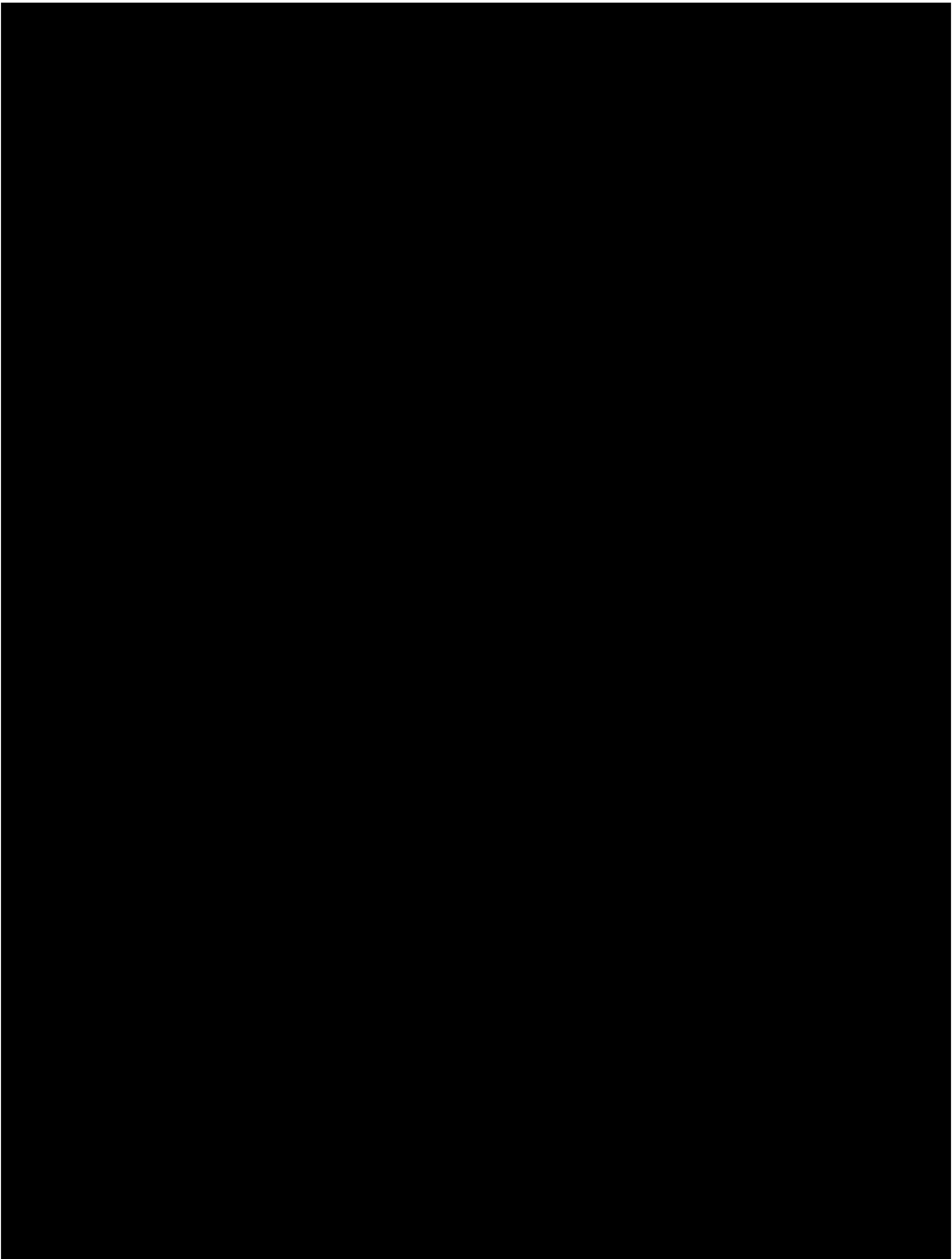


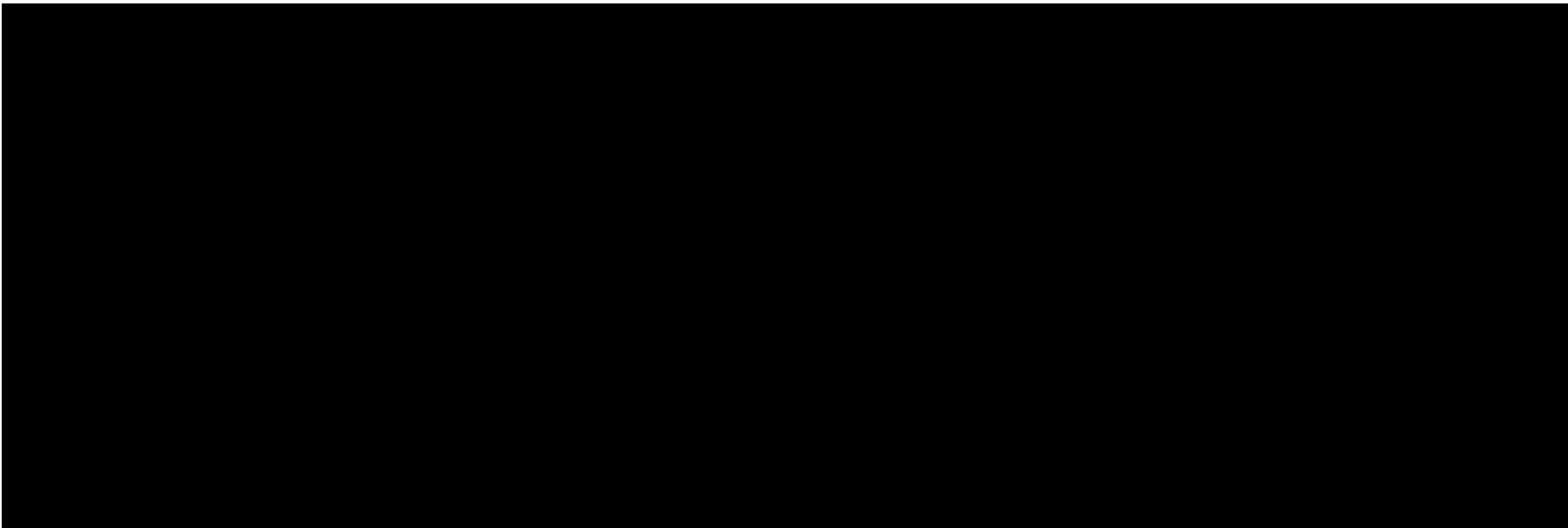
Alliance for Life - Missouri, Inc.

March 2018 A2A Monthly Service Report

Date submitted: 4/12/18

1	Number of Clients Enrolled	372
2	Number of Clients engaged in Job Training & Placement or Educational Services	0
3	Number of Fathers who Participated	56
4	Number of Prenatal Skills & Parenting Education Classes Held	440
5	Number of Clients who Attended Prenatal Skills & Parenting Education Classes	124
6	Number of Case Management Hours Provided	1011.83
7	Number of Clients who Participated in Case Management Services	372
8	Number of Bednights Provided to Clients (if applicable)	442
9	Number of Other Classes - (e.g. Money Management, Healty Relationships, Healthy Lifestyles, Self-Esteem, Art Therapy)	4
10	Any additional information that promotes your program.	2





From: Becker, Brenda S
Sent: Monday, April 16, 2018 11:46 AM
To: Jaco, Helen
Cc: Pattrin, Kristen
Subject: A2A Letter
Attachments: Ltr to Senator Brown - Response to April 11th Hearing Questions.doc; Attachment #1 - A2A Brochure.pdf; Attachment #2 - A2A Providers.docx

Importance: High

I am not sure if I made your changes as requested but I did try. ☺

Please let me know how this looks.

Thanks!

Brenda Becker
Department of Social Services
Division of Finance and Administrative Services
Phone: (573)751-7533
Fax: (573)751-7598

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

What is the Alternatives to Abortion Program?

The Alternatives to Abortion Program helps pregnant women:

- Carry their unborn child to term instead of having an abortion
- Care for their child or place their child for adoption if they choose
- Decrease their use of tobacco, alcohol, and illegal drugs
- Have better nutrition

The program also helps parents:

- Provide more responsible and competent care for their children to improve child health and development
- Continue their education
- Find a job
- Become independent for a better future



What services are available?

The following services are available during pregnancy and for one year following birth:

- | | |
|--|----------------------------------|
| • Adoption assistance | • Housing |
| • Case management | • Job training and placement |
| • Child care | • Medical and mental health care |
| • Domestic abuse protection | • Newborn and infant care |
| • Drug and alcohol testing and treatment | • Parenting skills education |
| • Educational services | • Prenatal care |
| • Establishing and promoting responsible paternity | • Transportation |
| • Food, clothing and supplies related to pregnancy, newborn care and parenting | • Ultrasound services |
| | • Utilities |

Who is eligible?

The Alternatives to Abortion Program is available to women who are Missouri residents and who are:

- Choosing to carry their child to term instead of having an abortion
- At or below 185% of federal poverty level (based on the client or family income)

What does it cost?

Services are provided at **no cost** to participants who meet the eligibility requirements.



What are the program goals?

The Alternatives to Abortion Program aims to:

- Reduce abortions
- Improve pregnancy outcomes by helping women practice sound health-related behaviors
- Improve child health and development
- Improve families' economic self-sufficiency

How do I get help?

For more information on the program, to locate a provider in your area, or to learn about additional resources, visit:

<http://dss.mo.gov/fsd/a2a/>

Pregnancy Fact:

Getting prenatal care early & regularly will greatly improve your chances of having a healthy baby

Our Mission

To maintain and strengthen Missouri families.

The FSD is an equal opportunity provider and employer.



To file a complaint of discrimination contact:

USDA, Director, Office of Civil Rights
1400 Independence Ave., S.W.
Washington, DC 20250-9410
or call (800) 795-3272 (voice)
or (202) 720-6382 (TTY)

or

Office of Civil Rights
P.O. Box 1527
Jefferson City, MO 65102

Alternatives to Abortion



A2A Contractors and Sub-Contractors Providing Services in St Louis & Kansas City		
Contractor Name	Address	City
Alliance For Life - Missouri	106 5th Avenue, PO Box 65	Greenwood MO 64034
Subcontractor Name	Address	City
Bethany Christian Services	1300 Hampton Ave., Ste. 202	St. Louis, MO 63139
Metro Pregnancy Resource Services	3501 Arkansas	St. Louis, MO 63118
Midtown	1202 S. Boyle	St. Louis, MO 63110
Our Lady's Inn	4223 S. Compton	St. Louis, MO 63111
Queen of Peace Center	325 N. Newstead	St. Louis, MO 63108
ThriVe St. Louis	4331 Lindell Blvd	St. Louis, MO 63108
Contractor Name	Address	City
Haven of Grace	1225 Warren Street	St. Louis, MO 63106
Contractor Name	Address	City
Lutheran Family and Children's Services of MO	9666 Olive Blvd	Olivette, MO 63132
Subcontractor Name	Address	City
Catholic Charities of Kansas City-St. Joseph, Inc.	4001 Blue Parkway, Suite 250	Kansas City, MO 64130
Good Shepherd Children and Family Services	1340 Partridge Ave.	University City, MO 63130
Missouri Baptist Children's Home Children and Family Ministries	11300 Saint Charles Rock Road	Bridgeton MO 63044
Contractor Name	Address	City
Nurses for Newborns	7259 Lansdowne Suite 100	Shrewsbury, MO 63119
Contractor Name	Address	City
The Light House	PO Box 22553	Kansas City, MO 64113

April 16, 2018

The Honorable Dan Brown, Chairman
Senate Appropriations Committee
State Capitol, Room 422
Jefferson City, MO 65101

Dear Senator Brown:

Please find information below regarding the Alternatives to Abortion Program (A2A) requested from the Department of Social Services (DSS) during a hearing held on April 11, 2018.

The Alternatives to Abortion Program helps women carry their unborn child to term instead of having an abortion, and assists them with caring for their child or placing their child for adoption if they choose. Services are available during pregnancy and for one year following birth.

The Alternatives to Abortion Program helps pregnant women decrease their use of tobacco, alcohol, and illegal drugs and have better nutrition. The program helps parents provide more responsible and competent care for their children to improve child health and development and helps parents continue their education, find a job and become independent for a better future.

Services (See Attachment #1)

- Adoption assistance
- Case management
- Child care
- Domestic abuse protection
- Drug and alcohol testing and treatment
- Educational services
- Establishing and promoting responsible paternity
- Food, clothing and supplies related to pregnancy, newborn care and parenting include but not limited to (diapers and wipes, Pack N' Play or equivalent which meets the 2011 American Academy of Pediatric Recommendations)
- Housing
- Job training and placement

- Medical and mental health care
- Newborn and infant care
- Parenting skills education
- Prenatal care
- Transportation
- Ultrasound services
- Utilities
- Other Services (assist with car payments [clients are limited to 3 months of auto loan assistance in a 12 month period not to exceed the allotted amount per month as per the contract], car insurance, car repairs, other additional client services related to assisting the client to carrying the client's unborn child to term instead of having an abortion, to assisting the client in caring for the client's dependent child(ren), to placing the client's child for adoption, or to assisting the client to becoming self-sustaining. Must receive prior approval before inclusion of such.)

In Fiscal Year 2017, a total of 3,026 individuals were served.

A list of providers in St. Louis and Kansas City is provided in Attachment #2.

The following services are not provided/eligible.

Medical care expenses (prenatal, medical, mental health care, newborn or infant medical care, prescriptions, vitamins, over the counter medications); attorney expenses; educational costs incurred prior to acceptance into A2A program; and abortion services

The timeframe of the contract is noted below.

- Original contract period: February 1, 2017 through June 30, 2017
- 1st Renewal period: July 1, 2017 through June 30, 2018
- 2nd Renewal Period: July 1, 2018 through June 30, 2019
- 3rd Renewal Period: July 1, 2019 through June 30, 2020

Historical appropriation/spend/lapse by fund and estimate for FY18 is listed below.

- FY2015
 - Appropriation– \$2,158,561
 - Expenditures - \$1,539,479
 - Lapse - \$555,825
- FY2016
 - Appropriation - \$2,158,561
 - Expenditures - \$1,981,056
 - Lapse - \$114,248

- FY2017
 - Appropriation - \$6,458,561
 - Expenditures - \$3,558,636
 - Lapse - \$866,364
- FY2018 (as of April 2018)
 - Appropriation - \$6,458,561
 - Expenditures - \$4,666,942
 - Lapse - \$100,000 approximate

Please contact me at (573)751-7533 if you have any additional questions.

Sincerely,

Helen M. Jaco
Chief Financial Officer

HMJ:JB:bsb

Attachment

cc: Senate Appropriations Committee
Adam Koenigsfeld

From: Williams, Levi
Sent: Tuesday, April 17, 2018 8:12 AM
To: Wilcoxson, Kathleen
Subject: RE: Look for Mission Statement

Kathleen,
These are the places that I found the old mission statement...

Brochures: Finding Help, Child Support, TA, CCS, Food Assistance, SkillUp, Alternatives to Abortion, and '[Right to a Hearing](#)' Brochure, found on the "[Know your rights](#)" page, in our logo

RSB: RSB has their own mission statement on their [main page](#) and again on the [Voc Rehab page](#)

DSS Intranet: Main page and Guiding Principles flyer.

Levi Williams

Public Information Specialist II
FSD Director's Office Communications

Missouri Department of Social Services
Family Support Division
P.O. Box 2320
Jefferson City, MO 65102
Phone: 573-526-2879

From: Wilcoxson, Kathleen
Sent: Friday, April 13, 2018 3:00 PM
To: Pilz, Cameron; Williams, Levi
Subject: Look for Mission Statement

Cameron & Levi,

Please take some time and search the website, brochures, signage, etc. for anything that might have our Mission Statement on it.

Let's talk more on Monday about "next steps!"

Kathleen S. Wilcoxson, MPA

*Public Information Administrator
FSD Director's Office Communications*

Missouri Department of Social Services
Family Support Division
P.O. Box 2320
Jefferson City, MO 65102
Phone: 573-526-4799
Fax: 573-751-0507
Email: kathleen.wilcoxson@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Benne, Joy
Sent: Wednesday, April 18, 2018 3:29 PM
To: Woelfel, Rebecca
Subject: A2A Public Awareness

Rebecca,

I have Alternatives to Abortion Public Awareness funds that need to be spent. Are you aware of any contract for media/advertising that can be utilized for this program? Do I work with your office on this?

Have not done this before so any guidance/assistant would be greatly appreciated.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. This communication may contain information that is privileged, confidential or otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.

From: Benne, Joy
Sent: Wednesday, April 18, 2018 4:20 PM
To: Woelfel, Rebecca
Subject: A2A Public Awareness Documents
Attachments: Proposed A2A newspaper ad.docx; Invoice.pdf; 153645 2cx4 colorRev.pdf; 153645 3cx5 colorRev.pdf; 153645 3cx10 proof 2.pdf; A2A brochure - Final 10-10-17.pdf; Bucket Media Proposal.pdf

Rebecca,

Attached are graphics and documents OA Commissioner's Office used for the A2A Public Awareness campaign. Note one of the documents is for newspaper ads. The document description with 153645 in the description is given to you in three (3) different sizes.

Let me know what I can help with.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. This communication may contain information that is privileged, confidential or otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.



**Am I
PREGNANT?**

What will I do?

**I need
options!**

We can help.



Call the Maternal and
Child Health Information
and Referral line, at
1.800.835.5465
<http://a2a.mo.gov>



**Am I
PREGNANT?**

**I need
options!**

What will I do?



We can help.

Call the Maternal and
Child Health Information
and Referral line, at
1.800.835.5465
<http://a2a.mo.gov>



Could I be
PREGNANT?

What
will I do?

I need
options.

We can help.



Call the Maternal
and Child Health
Information and
Referral line at:

1.800.835.5465

An unplanned pregnancy can be alarming. Let us help you explore your options - safely.

It's a
positive +

istock.
by Getty Images™



**Alternatives
to Abortion**

Call the Maternal and Child Health
Information and Referral line, toll free at:

1.800.835.5465

What is the Alternatives to Abortion Program?

The Alternatives to Abortion Program helps pregnant women:

- Carry their unborn child to term instead of having an abortion
- Care for their child or place their child for adoption if they choose
- Decrease their use of tobacco, alcohol, and illegal drugs
- Have better nutrition

The program also helps parents:

- Provide more responsible and competent care for their children to improve child health and development
- Continue their education
- Find a job
- Become independent for a better future



What services are available?

The following services are available during pregnancy and for one year following birth:

- | | |
|--|----------------------------------|
| • Adoption assistance | • Housing |
| • Case management | • Job training and placement |
| • Child care | • Medical and mental health care |
| • Domestic abuse protection | • Newborn and infant care |
| • Drug and alcohol testing and treatment | • Parenting skills education |
| • Educational services | • Prenatal care |
| • Establishing and promoting responsible paternity | • Transportation |
| • Food, clothing and supplies related to pregnancy, newborn care and parenting | • Ultrasound services |
| | • Utilities |

Who is eligible?

The Alternatives to Abortion Program is available to women who are Missouri residents and who are:

- Choosing to carry their child to term instead of having an abortion
- At or below 185% of federal poverty level (based on the client or family income)

What does it cost?

Services are provided at **no cost** to participants who meet the eligibility requirements.



What are the program goals?

The Alternatives to Abortion Program aims to:

- Reduce abortions
- Improve pregnancy outcomes by helping women practice sound health-related behaviors
- Improve child health and development
- Improve families' economic self-sufficiency

How do I get help?

For more information on the program, to locate a provider in your area, or to learn about additional resources, visit:

<http://dss.mo.gov/fsd/a2a/>

Pregnancy Fact:

Getting prenatal care early & regularly will greatly improve your chances of having a healthy baby

Our Mission

To maintain and strengthen Missouri families.

The FSD is an equal opportunity provider and employer.



To file a complaint of discrimination contact:

USDA, Director, Office of Civil Rights
1400 Independence Ave., S.W.
Washington, DC 20250-9410
or call (800) 795-3272 (voice)
or (202) 720-6382 (TTY)

or

Office of Civil Rights
P.O. Box 1527
Jefferson City, MO 65102

Alternatives to Abortion



CAMPAIGN OVERVIEW



Office of Administration
November 2016 – May 2017
Alternatives To Abortion

Goal

Raise Awareness Of The A2A Program, Resources, Providers And Agencies Statewide

Target

- Geographic Target
 - State of Missouri
 - Additional Emphasis in St. Louis, Kansas City, Springfield, Columbia and Cape Girardeau
 - Demographic Targets
 - Women 16-24
 - Psychographic Target
 - Very low income (185% Less Than Poverty Level)
 - Unexpected Pregnancies
-

Strategy/Implementation

- Utilize Online Marketing To Reach Our Demographic and Psychographic Targets
- Complement Online Marketing With Pandora Radio Ads During Months Following Highest Pregnancy Conception Months
- Strategic Targeting
 - Behavioral
 - Interest

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

ONLINE PROPOSAL



Online Display

- Custom Channels
 - Manually Placed Bids On Sites That Are Extremely Relevant To The Campaign
 - BabyCenter.Com, Mothering.Com, Pregnancy-Info.Net, Thebump.Com
- Topic Targeted
 - Automated Tool Used To Find Inventory Surrounding Relevant Content
 - Parenting Teens, Babies & Toddlers, Pregnancy
- Search Retargeting
 - Ads Served To Users Who Have Recently Searched A Relevant Term
- Flight Dates
 - November – May
- Pros
 - Large Unique Reach
 - Highly Relevant Content
 - Efficient Cost-Per-Thousand Impressions (CPM)
 - High Frequency
- Cons
 - Lower Impact
 - Limited Message Delivery Within Ad
- Projections:
 - 1,585,000 Impressions
 - 1,110 Clicks

*Banner
type ads*

\$9,800 Total Investment (\$1,400/Month For 7 Months)

ONLINE PROPOSAL



Online Video

ad videos before videos

- Targeted Audience Meeting The Following Criteria
 - Females
 - Age 16-24
 - Pregnancy/Expecting
 - Low Income
- Ads Served In-Browser And In-App
- Flight Dates
 - November – May
- Pros
 - Highest Impact
 - Extended Message Delivery Within Ad
 - Relevant Audience
- Cons
 - Higher CPM
 - Limited Inventory Available
- Projections
 - 720,000 Impressions
 - 2,000 Clicks

\$11,900 Total Investment (\$1,700/Month For 7 Months)

ONLINE PROPOSAL



Facebook

- Combination of Promoted Post & Video
 - Run Video For The First 2 Months
 - Run Post For The Next 3 Months Incorporating Canvas
 - Run The Video For The Last 2 Months
- Flight Dates
 - November – May
- Pros
 - Largest Social Media Active User Base (1.71 Billion Users Worldwide)
 - Niche Targeting Options
 - Behavioral Targeting
 - Interest Targeting
 - Generated High CTR Last Year (1.24% CTR) – *click through rate*
- Cons
 - Restrictions On Messaging
 - Cannot Use Targeting Words i.e. "Are You Pregnant?"
 - Limitations On Targeting
 - Cannot Target Pregnant Women
- Projections
 - 1,700,000 Impressions
 - 18,000 Clicks

\$8,000 Total Investment (\$1143/Month For 7 Months)

ONLINE PROPOSAL



Instagram

- Combination of Promoted Post & Video
 - Follow Same Strategy As Facebook Plan
- Flight Dates
 - November – May
- Pros
 - One Of The Most Popular Social Media Apps With Young Demographic
 - Niche Targeting Options
 - Behavioral Targeting
 - Interest Targeting
 - Generates Good Engagement
- Cons
 - Restrictions On Messaging Similar to Facebook
 - Limitations On Targeting Similar to Facebook
 - Mobile Only-May Not Fit Income Demo As Well As Facebook
 - Not As Large Of A Reach Compared to Facebook
 - Traditionally Hasn't Produced As Many Clicks As Facebook Campaigns
- Projections
 - 500,000 Impressions
 - 3,000 Clicks

\$2,700 Total Investment (\$386/Month For 7 Months)

*best ads on
Instagram*

MEDIA PROPOSAL



Pandora Option 2

- :30 Audio Everywhere
 - Mobile, Desktop & Tablet
- Targeting
 - W16-24
 - African American — *added layer*
- Geographic Targets
 - Columbia/Jefferson City DMA
 - St. Louis DMA
 - Kansas City DMA
 - Springfield DMA
 - Cape Girardeau DMA
- Flight Dates
 - January – March
- Pros
 - #1 In Mobile Time Spent at 20:48
 - 2.5 Times Bigger Addressable Audience Compared To Spotify
 - Larger Share Of Voice In Target Compared To Option 1
 - Black women were 3.6 times more likely to have an abortion in 2012 than non-Hispanic white women (CDC)
- Cons
 - Smaller Available Audience In Target Compared To Option 1
 - Not As Much Available Data For Measuring Results Compared To Digital Media
- Projections
 - W16-18
 - 14.9% Average Share Of Voice
 - 293,190 impressions
 - W18-24
 - 6.1% Average Share of Voice
 - 822,393 impressions
- Added Value
 - 500x500 & 300x250 Display Ads

\$19,244 Total Investment (\$6415/Month For 3 Months)

*final
out
9/10 dem.
breakdown*

CAMPAIGN SUMMARY



INVESTMENT SUMMARY

- Online Display: \$9,800
- Online Video: \$11,900
- Facebook: \$8,000
- Instagram: \$2,700
- Pandora Radio: \$17,250
- Radio Creative: \$350

*- 30 second
ad voice over*

TOTAL INVESTMENT: \$50,000

All creative components will be property of the client. More than 2 minor edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

Actual online numbers could fluctuate. Daily budgets are set to ensure a maximum spend would not be exceeded.

Approval:

Name: _____

Signature: _____

Date: _____



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
A bany Ledger							
Am I Pregnant?	06/25/2014	3 x 5	\$6.25	Display	\$0.00	15.0000%	\$79.69
Ava Douglas Co. Herald							
Am I Pregnant?	06/26/2014	3 x 5	\$5.25	Display	\$0.00	15.0000%	\$66.94
Bethany Republican-Clipper							
Am I Pregnant?	06/25/2014	3 x 5	\$8.36	Display	\$0.00	15.0000%	\$106.59
Bolivar Herald Free-Press							
Am I Pregnant?	06/25/2014	3 x 5	\$12.50	Display	\$0.00	15.0000%	\$159.38
Boonville Daily News							
Am I Pregnant?	06/25/2014	3 x 5	\$9.00	Display	\$0.00	15.0000%	\$114.75
Bowling Green Times							
Am I Pregnant?	06/25/2014	3 x 5	\$6.10	Display	\$0.00	15.0000%	\$77.78
Branson Tri-Lakes News							
Am I Pregnant?	06/25/2014	3 x 5	\$22.00	Display	\$0.00	15.0000%	\$280.50
Brookfield Linn Co. Leader							
Am I Pregnant?	06/25/2014	3 x 5	\$8.25	Display	\$0.00	15.0000%	\$105.19
Buffalo Reflex & Republican							
Am I Pregnant?	06/25/2014	3 x 5	\$12.50	Display	\$0.00	15.0000%	\$159.38
Butler news-Xpress							
Am I Pregnant?	06/27/2014	3 x 5	\$11.20	Display	\$0.00	15.0000%	\$142.80
California Democrat							
Am I Pregnant?	06/25/2014	3 x 5	\$8.20	Display	\$0.00	15.0000%	\$104.55
Camdenton Lake Sun							
Am I Pregnant?	06/25/2014	3 x 5	\$12.55	Display	\$0.00	15.0000%	\$160.01
Canton Press-News Journal							
Am I Pregnant?	06/26/2014	3 x 5	\$5.25	Display	\$0.00	15.0000%	\$66.94
Cape Girardeau Southeast Missourian							
Am I Pregnant?	06/22/2014	3 x 5	\$29.50	Display	\$0.00	15.0000%	\$376.12
Carrollton Democrat							
Am I Pregnant?	06/25/2014	3 x 5	\$6.95	Display	\$0.00	15.0000%	\$88.61

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
Carthage Press							
Am I Pregnant?	06/25/2014	3 x 5	\$10.75	Display	\$0.00	15.0000%	\$137.06
Caruthersville Democrat Argus							
Am I Pregnant?	06/25/2014	3 x 5	\$7.50	Display	\$0.00	15.0000%	\$95.62
Cassville Barry Co. Advertiser							
Am I Pregnant?	06/25/2014	3 x 5	\$6.17	Display	\$0.00	15.0000%	\$78.67
Charleston Mississippi Co. Times							
Am I Pregnant?	06/24/2014	3 x 5	\$6.10	Display	\$0.00	15.0000%	\$77.78
Chillicothe Constitution-Tribune							
Am I Pregnant?	06/25/2014	3 x 5	\$11.29	Display	\$0.00	15.0000%	\$143.95
Clinton Daily Democrat							
Am I Pregnant?	06/25/2014	3 x 5	\$6.77	Display	\$0.00	15.0000%	\$86.32
Columbia Tribune							
Am I Pregnant?	06/22/2014	3 x 5	\$24.50	Display	\$0.00	15.0000%	\$312.38
Crane Chronicle/Stone Co. Republican							
Am I Pregnant?	06/26/2014	3 x 5	\$6.00	Display	\$0.00	15.0000%	\$76.50
Dexter Daily Statesman							
Am I Pregnant?	06/25/2014	3 x 5	\$15.90	Display	\$0.00	15.0000%	\$202.72
Doniphan Prospect-News							
Am I Pregnant?	06/25/2014	3 x 5	\$10.97	Display	\$0.00	15.0000%	\$139.87
Edina Sentinel							
Am I Pregnant?	06/25/2014	3 x 5	\$6.78	Display	\$0.00	15.0000%	\$86.44
Eldon Advertiser							
Am I Pregnant?	06/26/2014	3 x 5	\$5.50	Display	\$0.00	15.0000%	\$70.12
Ellington Reynolds Co. Courier							
Am I Pregnant?	06/25/2014	3 x 5	\$8.30	Display	\$0.00	15.0000%	\$105.82
Eminence Current Wave							
Am I Pregnant?	06/25/2014	3 x 5	\$5.00	Display	\$0.00	15.0000%	\$63.75
Fayette Advertiser							
Am I Pregnant?	06/25/2014	3 x 5	\$6.95	Display	\$0.00	15.0000%	\$88.61

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
Festus Jefferson Leader							
Am I Pregnant?	06/26/2014	3 x 5	\$38.69	Display	\$0.00	15.0000%	\$493.30
Fredericktown Democrat-News							
Am I Pregnant?	06/25/2014	3 x 5	\$10.21	Display	\$0.00	15.0000%	\$130.18
Fulton Sun							
Am I Pregnant?	06/22/2014	3 x 5	\$9.65	Display	\$0.00	15.0000%	\$123.04
Gainesville Ozark County Times							
Am I Pregnant?	06/25/2014	3 x 5	\$5.35	Display	\$0.00	15.0000%	\$68.21
Gallatin North Missourian							
Am I Pregnant?	06/25/2014	3 x 5	\$5.00	Display	\$0.00	15.0000%	\$63.75
Grant City Times-Tribune							
Am I Pregnant?	06/25/2014	3 x 5	\$4.60	Display	\$0.00	15.0000%	\$58.65
Greenfield Vedette							
Am I Pregnant?	06/26/2014	3 x 5	\$5.35	Display	\$0.00	15.0000%	\$68.21
Hamilton The Caldwell County News							
Am I Pregnant?	06/25/2014	3 x 5	\$5.20	Display	\$0.00	15.0000%	\$66.30
Harrisonville Democrat-Missourian							
Am I Pregnant?	06/27/2014	3 x 5	\$12.25	Display	\$0.00	15.0000%	\$156.19
Hermann Advertiser-Courier							
Am I Pregnant?	06/25/2014	3 x 5	\$6.29	Display	\$0.00	15.0000%	\$80.20
Hermitage Index							
Am I Pregnant?	06/25/2014	3 x 5	\$5.25	Display	\$0.00	15.0000%	\$66.94
Houston Herald							
Am I Pregnant?	06/26/2014	3 x 5	\$12.85	Display	\$0.00	15.0000%	\$163.84
Ironton Mountain Echo							
Am I Pregnant?	06/25/2014	3 x 5	\$5.25	Display	\$0.00	15.0000%	\$66.94
Jefferson City News Tribune							
Am I Pregnant?	06/22/2014	3 x 5	\$19.80	Display	\$0.00	15.0000%	\$252.45
Kahoka Media							
Am I Pregnant?	06/25/2014	3 x 5	\$6.78	Display	\$0.00	15.0000%	\$86.44

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
Kansas City Star							
Am I Pregnant?	06/25/2014	2 x 4	\$530.00	Display	\$0.00	15.0000%	\$3,604.00
Kennett Daily Dunklin Democrat							
Am I Pregnant?	06/25/2014	3 x 5	\$16.95	Display	\$0.00	15.0000%	\$216.11
Kirksville Daily Express							
Am I Pregnant?	06/22/2014	3 x 5	\$12.89	Display	\$0.00	15.0000%	\$164.35
Lamar Democrat							
Am I Pregnant?	06/25/2014	3 x 5	\$6.80	Display	\$0.00	15.0000%	\$86.70
Lebanon Daily Record							
Am I Pregnant?	06/25/2014	3 x 5	\$11.70	Display	\$0.00	15.0000%	\$149.18
Lexington News							
Am I Pregnant?	06/27/2014	3 x 5	\$6.71	Display	\$0.00	15.0000%	\$85.55
L berty Tr bune							
Am I Pregnant?	06/26/2014	3 x 5	\$17.94	Display	\$0.00	15.0000%	\$228.74
Linn Unterrified Democrat							
Am I Pregnant?	06/25/2014	3 x 5	\$7.50	Display	\$0.00	15.0000%	\$95.62
Macon Chronicle-Herald							
Am I Pregnant?	06/25/2014	3 x 5	\$9.05	Display	\$0.00	15.0000%	\$115.39
Marble Hill Banner-Press							
Am I Pregnant?	06/25/2014	3 x 5	\$7.40	Display	\$0.00	15.0000%	\$94.35
Marshall Democrat-News							
Am I Pregnant?	06/25/2014	3 x 5	\$12.91	Display	\$0.00	15.0000%	\$164.60
Marshfield Mail							
Am I Pregnant?	06/25/2014	3 x 5	\$12.50	Display	\$0.00	15.0000%	\$159.38
Maryville Daily Forum							
Am I Pregnant?	06/25/2014	3 x 5	\$8.60	Display	\$0.00	15.0000%	\$109.65
Maysville DeKa b Co. Record-Herald							
Am I Pregnant?	06/26/2014	3 x 5	\$7.00	Display	\$0.00	15.0000%	\$89.25
Memphis Democrat							
Am I Pregnant?	06/26/2014	3 x 5	\$5.85	Display	\$0.00	15.0000%	\$74.59

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
Mexico Ledger							
Am I Pregnant?	06/25/2014	3 x 5	\$15.00	Display	\$0.00	15.0000%	\$191.25
Milan Standard							
Am I Pregnant?	06/26/2014	3 x 5	\$6.00	Display	\$0.00	15.0000%	\$76.50
Moberly Monitor-Index							
Am I Pregnant?	06/25/2014	3 x 5	\$18.83	Display	\$0.00	15.0000%	\$240.08
Montgomery Standard							
Am I Pregnant?	06/25/2014	3 x 5	\$4.00	Display	\$0.00	15.0000%	\$51.00
Mount Vernon Lawrence Co. Record							
Am I Pregnant?	06/25/2014	3 x 5	\$4.70	Display	\$0.00	15.0000%	\$59.92
Mountain Grove News-Journal							
Am I Pregnant?	06/25/2014	3 x 5	\$7.85	Display	\$0.00	15.0000%	\$100.09
Neosho Daily News							
Am I Pregnant?	06/22/2014	3 x 5	\$10.75	Display	\$0.00	15.0000%	\$137.06
Nevada Daily Mail							
Am I Pregnant?	06/25/2014	3 x 5	\$10.25	Display	\$0.00	15.0000%	\$130.69
New London Ralls Co. Herald-Enterprise							
Am I Pregnant?	06/26/2014	3 x 5	\$5.00	Display	\$0.00	15.0000%	\$63.75
New Madrid Weekly Record							
Am I Pregnant?	06/27/2014	3 x 5	\$5.25	Display	\$0.00	15.0000%	\$66.94
Oregon Times Observer							
Am I Pregnant?	06/26/2014	3 x 5	\$15.00	Display	\$0.00	15.0000%	\$191.25
Osceola St. Clair County Courier							
Am I Pregnant?	06/27/2014	3 x 5	\$7.00	Display	\$0.00	15.0000%	\$89.25
Ozark Christian County Headliner -News							
Am I Pregnant?	06/25/2014	3 x 5	\$12.50	Display	\$0.00	15.0000%	\$159.38
Palmyra Spectator							
Am I Pregnant?	06/25/2014	3 x 5	\$4.50	Display	\$0.00	15.0000%	\$57.38
Paris Monroe Co. Appeal							
Am I Pregnant?	06/26/2014	3 x 5	\$5.00	Display	\$0.00	15.0000%	\$63.75

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
Park Hills Daily Journal							
Am I Pregnant?	06/25/2014	3 x 5	\$17.75	Display	\$0.00	15.0000%	\$226.31
Perryville Republic Monitor							
Am I Pregnant?	06/26/2014	3 x 5	\$8.95	Display	\$0.00	15.0000%	\$114.11
Piedmont Journal/Banner							
Am I Pregnant?	06/25/2014	3 x 5	\$8.50	Display	\$0.00	15.0000%	\$108.38
Pineville McDonald Co. Press							
Am I Pregnant?	06/26/2014	3 x 5	\$10.20	Display	\$0.00	15.0000%	\$130.05
Platte City Platte Co. Citizen							
Am I Pregnant?	06/25/2014	3 x 5	\$10.00	Display	\$0.00	15.0000%	\$127.50
Plattsburg Clinton Co Leader							
Am I Pregnant?	06/26/2014	3 x 5	\$11.55	Display	\$0.00	15.0000%	\$147.26
Poplar Bluff Daily American Republic							
Am I Pregnant?	06/22/2014	3 x 5	\$19.24	Display	\$0.00	15.0000%	\$245.31
Potosi Independent-Journal							
Am I Pregnant?	06/26/2014	3 x 5	\$6.00	Display	\$0.00	15.0000%	\$76.50
Princeton Post-Telegraph							
Am I Pregnant?	06/26/2014	3 x 5	\$4.00	Display	\$0.00	15.0000%	\$51.00
Queen City Schuyler County Times							
Am I Pregnant?	06/26/2014	3 x 5	\$5.40	Display	\$0.00	15.0000%	\$68.85
Richmond News							
Am I Pregnant?	06/26/2014	3 x 5	\$8.57	Display	\$0.00	15.0000%	\$109.27
Rock Port Atchison Co. Mail							
Am I Pregnant?	06/26/2014	3 x 5	\$9.50	Display	\$0.00	15.0000%	\$121.12
Rolla Daily News							
Am I Pregnant?	06/25/2014	3 x 5	\$14.90	Display	\$0.00	15.0000%	\$189.98
Salem News							
Am I Pregnant?	06/24/2014	3 x 5	\$6.44	Display	\$0.00	15.0000%	\$82.11
Salisbury Chariton County Journal							
Am I Pregnant?	06/26/2014	3 x 5	\$5.55	Display	\$0.00	15.0000%	\$70.76

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
Savannah Reporter							
Am I Pregnant?	06/26/2014	3 x 5	\$5.55	Display	\$0.00	15.0000%	\$70.76
Sedalia Weekly Observer							
Am I Pregnant?	06/26/2014	3 x 5	\$9.50	Display	\$0.00	15.0000%	\$121.12
Shelbyville Shelby Co. Herald							
Am I Pregnant?	06/25/2014	3 x 5	\$4.00	Display	\$0.00	15.0000%	\$51.00
S keston Standard Democrat							
Am I Pregnant?	06/22/2014	3 x 5	\$16.67	Display	\$0.00	15.0000%	\$212.54
Springfield News-Leader							
Am I Pregnant?	06/22/2014	3 x 5	\$157.35	Display	\$0.00	15.0000%	\$2,006.21
St. Joseph News-Press							
Am I Pregnant?	06/22/2014	3 x 5	\$63.20	Display	\$0.00	15.0000%	\$805.80
St. Louis Post Dispatch							
Am I Pregnant?	06/25/2014	2 x 4	\$462.69	Display	\$0.00	15.0000%	\$3,146.29
Ste. Genevieve Herald							
Am I Pregnant?	06/25/2014	3 x 5	\$8.00	Display	\$0.00	15.0000%	\$102.00
Steelville Star/Crawford Mirror							
Am I Pregnant?	06/25/2014	3 x 5	\$7.00	Display	\$0.00	15.0000%	\$89.25
Stockton Cedar Co. Republican							
Am I Pregnant?	06/25/2014	3 x 5	\$12.50	Display	\$0.00	15.0000%	\$159.38
Thayer South Missourian News							
Am I Pregnant?	06/26/2014	3 x 5	\$8.10	Display	\$0.00	15.0000%	\$103.28
Trenton Republican-Times							
Am I Pregnant?	06/25/2014	3 x 5	\$6.30	Display	\$0.00	15.0000%	\$80.32
Troy Lincoln Journal							
Am I Pregnant?	06/24/2014	3 x 5	\$15.87	Display	\$0.00	15.0000%	\$202.34
Unionville Republican							
Am I Pregnant?	06/25/2014	3 x 5	\$6.43	Display	\$0.00	15.0000%	\$81.98
Van Buren Current Local							
Am I Pregnant?	06/26/2014	3 x 5	\$5.00	Display	\$0.00	15.0000%	\$63.75

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**



Missouri Press Service, Inc.

802 Locust
Columbia, MO 65201-
Voice (573) 449-4167 Fax (573) 442-8304

Friday, June 13, 2014 08:22 AM

Invoice

Agency Barb Shimmens
Office of Administration
Commissioner's Office
State Capitol Building, Room 125
Jefferson City, MO 65101-

Invoice Date 6/13/2014
PO Number 529-06
Order 14064OA0

Client Alternatives to Abortion
Reps Jeremy Patton

Newspaper

Caption	Run Date	Ad Size	Rate	Rate Name	Color	Disc.	Total
Versailles Leader-Statesman							
Am I Pregnant?	06/26/2014	3 x 5	\$5.00	Display	\$0.00	15.0000%	\$63.75
Vienna Maries Co. Gazette							
Am I Pregnant?	06/25/2014	3 x 5	\$6.00	Display	\$0.00	15.0000%	\$76.50
Warren County Record							
Am I Pregnant?	06/26/2014	3 x 5	\$6.00	Display	\$0.00	15.0000%	\$76.50
Warrensburg Daily Star-Journal							
Am I Pregnant?	06/25/2014	3 x 5	\$11.50	Display	\$0.00	15.0000%	\$146.62
Warsaw Benton Co. Enterprise							
Am I Pregnant?	06/26/2014	3 x 5	\$5.71	Display	\$0.00	15.0000%	\$72.80
Washington Missourian							
Am I Pregnant?	06/25/2014	3 x 5	\$13.00	Display	\$0.00	15.0000%	\$165.75
Waynesville Daily Guide							
Am I Pregnant?	06/25/2014	3 x 5	\$9.59	Display	\$0.00	15.0000%	\$122.27
West Plains Daily Quill							
Am I Pregnant?	06/25/2014	3 x 5	\$12.30	Display	\$0.00	15.0000%	\$156.82

Total Advertising \$27,012.67

Discounts \$4,051.90

PLUS STATE CONTRACT FEE \$688.82

Tax: USA \$0.00

Total Invoice \$23,649.59

Payments \$0.00

Adjustments \$0.00

Balance Due \$23,649.59

-ATA advertising

TEARSHEETS WILL NOT BE REPLACED. **PAYMENT IS DUE UPON RECEIPT OF INVOICE.** ANY QUESTION CONCERNING TEARSHEETS AND ALL REQUESTS FOR ACCOUNT CREDIT MUST BE MADE WITHIN **TEN DAYS** OF THE DATE OF THIS INVOICE. **DNR under amount total means ad Did Not Run and client is not charged for that insertion.**

Proposed A2A newspaper ad

Logo

If you're pregnant and don't know what to do, call
the Maternal and Child Health Information and
Referral line at 1-800-835-5465 for some help.

From: Benne, Joy
Sent: Thursday, April 19, 2018 3:50 PM
To: 'Marsha Middleton'
Subject: RE: A2A Additional Funding Available

Marsha,
I wanted to follow up with you and let you know all additional funds have been spoken for. If any additional funds come available I will contact you.
Thank you

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Benne, Joy
Sent: Thursday, April 12, 2018 2:17 PM
To: 'Marsha Middleton'
Subject: RE: A2A Additional Funding Available

Thank you for your quick response. I will follow up with you next week when all responses are received.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Marsha Middleton [<mailto:marsha@allianceforlifemissouri.com>]
Sent: Thursday, April 12, 2018 2:12 PM
To: Benne, Joy
Subject: RE: A2A Additional Funding Available

Joy;

IF no one else speaks up for the money, AFL will take it and try to get it all spent. But as we talked about yesterday, if someone else needs it, please send their way.

Thank you.
Marsha

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 12, 2018 10:20 AM
To: Abigail Chisom (Abigail@psclebnon.org) <Abigail@psclebnon.org>; Amanda Murray <amanda.murray@nursesfornewborns.org>; Angel McDonald (programdirector@mothersrefuge.org) <programdirector@mothersrefuge.org>; Wolf, MaryDebra <DEBBIEW@LFCS.ORG>; Heather Winsby

(Hwinsby@havenofgracestl.org) <Hwinsby@havenofgracestl.org>; Jo Curran (jcurran@havenofgracestl.org) <jcurran@havenofgracestl.org>; Julie Ball (Julie.ball@mbch.org) <Julie.ball@mbch.org>; Kimberly Brown <KBrown@havenofgracestl.org>; Laura Griggs - Faith Maternity Care (treasurer@faithmaternity.com) <treasurer@faithmaternity.com>; Laura Guy-Rice (lgrice@ccsomo.org) <lgrice@ccsomo.org>; Marsha Middleton <marsha@allianceforlifemissouri.com>; Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>

Subject: A2A Additional Funding Available

Importance: High

Good Morning!

As we approach the end of the fiscal year I want to ask each of you if there is a need for additional funding and can it be guaranteed to be expended by end of fiscal year?

The Department has a small amount of funds (approx. \$200,000) available so it may not reach everyone. I do know some of you may not make it to the end of the fiscal year with current funding.

Please let me know if you have a need and what the amount would be. Please respond by noon on April 19, 2018, so we can allow time for processing of the amendment and for your agency to expend all the funds.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. this communication may contain information that is privileged, confidential or otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.

From: Marsha Middleton <marsha@allianceforlifemissouri.com>
Sent: Thursday, April 19, 2018 5:08 PM
To: Benne, Joy
Subject: RE: A2A Additional Funding Available

Glad it can be used. Thanks.

Marsha

From: Benne, Joy [mailto:Joy.E.Benne@dss.mo.gov]
Sent: Thursday, April 19, 2018 3:50 PM
To: 'Marsha Middleton' <marsha@allianceforlifemissouri.com>
Subject: RE: A2A Additional Funding Available

Marsha,
I wanted to follow up with you and let you know all additional funds have been spoken for. If any additional funds come available I will contact you.
Thank you

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Benne, Joy
Sent: Thursday, April 12, 2018 2:17 PM
To: 'Marsha Middleton'
Subject: RE: A2A Additional Funding Available

Thank you for your quick response. I will follow up with you next week when all responses are received.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Marsha Middleton [mailto:marsha@allianceforlifemissouri.com]
Sent: Thursday, April 12, 2018 2:12 PM
To: Benne, Joy
Subject: RE: A2A Additional Funding Available

Joy;

IF no one else speaks up for the money, AFL will take it and try to get it all spent. But as we talked about yesterday, if someone else needs it, please send their way.

Thank you.
Marsha

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 12, 2018 10:20 AM
To: Abigail Chisom (Abigail@psclebnan.org) <Abigail@psclebnan.org>; Amanda Murray <amanda.murray@nursesfornewborns.org>; Angel McDonald (programdirector@mothersrefuge.org) <programdirector@mothersrefuge.org>; Wolf, MaryDebra <DEBBIEW@LFCS.ORG>; Heather Winsby (Hwinsby@havenofgracestl.org) <Hwinsby@havenofgracestl.org>; Jo Curran (jcurran@havenofgracestl.org) <jcurran@havenofgracestl.org>; Julie Ball (Julie.ball@mbch.org) <Julie.ball@mbch.org>; Kimberly Brown <KBrown@havenofgracestl.org>; Laura Griggs - Faith Maternity Care (treasurer@faithmaternity.com) <treasurer@faithmaternity.com>; Laura Guy-Rice (lgrice@ccsomo.org) <lgrice@ccsomo.org>; Marsha Middleton <marsha@allianceforlifemissouri.com>; Mary Taylor (mary@allianceforlifemissouri.com) <mary@allianceforlifemissouri.com>
Subject: A2A Additional Funding Available
Importance: High

Good Morning!

As we approach the end of the fiscal year I want to ask each of you if there is a need for additional funding and can it be guaranteed to be expended by end of fiscal year?

The Department has a small amount of funds (approx. \$200,000) available so it may not reach everyone. I do know some of you may not make it to the end of the fiscal year with current funding.

Please let me know if you have a need and what the amount would be. Please respond by noon on April 19, 2018, so we can allow time for processing of the amendment and for your agency to expend all the funds.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. This communication may contain information that is privileged, confidential or otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.

From: Woelfel, Rebecca
Sent: Friday, April 20, 2018 11:00 AM
To: Benne, Joy
Subject: FW: Just checking in
Attachments: a2a-Pandora-Banner-Ads-300x250.png; a2a-Pandora-Banner-Ads-500x500.png; a2a.mp3; a2a-160x600.jpg; a2a-300x250.jpg; a2a-300x600.jpg; a2a-320x50.jpg; a2a-336x280.jpg; a2a-468x60.jpg; a2a-728x90.jpg; a2a-fb-ad.png; A2A.mp4; a2a300x50.jpg

Joy,
I connected with Bucket Media today. Here are the advertising collateral materials that were used in the last campaign. I have asked Jocelyn to draft a proposal that would add transit advertising to our buy this year to hopefully extend our audience's exposure to the message. I think she will flip a proposal back to us by the first part of next week. As you will see, we are also changing the woman in the digital advertising to be someone younger who is not clearly one ethnicity or another.

Rebecca L. Woelfel
Communications Director
Missouri Department of Social Services
Director's Office
Broadway Office Building
221 West High Street
Jefferson City, MO 65102-0407
Telephone: 573-751-4815
Fax: 573-751-3203
Rebecca.Woelfel@dss.mo.gov



From: Jocelyn Kilgore [mailto:jkilgore@bucketmediaco.com]
Sent: Friday, April 20, 2018 9:36 AM
To: Woelfel, Rebecca
Subject: Re: Just checking in

Rebecca,

Here are all of the ads we have on file. Take a look and listen and let me know as soon as you can if we are going to need to update anything. It looks like maybe the website moved? Another thought, if we are having to make changes on the website, maybe the image of the blonde in the banners could be switched out to maybe a slightly younger looking woman?

Let me know what you think. We'll get to work on all of this asap!

Thanks!
Jocelyn

Jocelyn Kilgore
President
Bucket Media, Inc.
1123 Wilkes Blvd. Ste. 400
Columbia, MO 65201

[573-817-2825](tel:573-817-2825) (P)
[573-817-2826](tel:573-817-2826) (F)
[573-673-1307](tel:573-673-1307) (C)
jkilgore@bucketmediaco.com
www.bucketmediaco.com

On Fri, Apr 20, 2018 at 9:23 AM, Woelfel, Rebecca <Rebecca.Woelfel@dss.mo.gov> wrote:

Can you send me the media creative for Alternatives to Abortion?

Rebecca L. Woelfel

Communications Director

Missouri Department of Social Services

Director's Office

Broadway Office Building

[221 West High Street](#)

[Jefferson City, MO 65102-0407](#)

Telephone: 573-751-4815

Fax: 573-751-3203

Rebecca.Woelfel@dss.mo.gov



From: Jocelyn Kilgore [mailto:jkilgore@bucketmediaco.com]
Sent: Wednesday, August 16, 2017 5:07 PM
To: Woelfel, Rebecca
Subject: Re: Just checking in

That's great to hear!

If you need anything else at all just let me know. I'll be your main point of contact here at Bucket. But always feel free to reach out to Ashley as well.

Thanks for your business!

Jocelyn

Jocelyn Kilgore

President

Bucket Media, Inc.

[1123 Wilkes Blvd. Ste. 400](#)

[Columbia, MO 65201](#)

[573-817-2825](#) (P)

[573-817-2826](#) (F)

[573-673-1307](#) (C)

jkilgore@bucketmediaco.com

www.bucketmediaco.com

On Wed, Aug 16, 2017 at 4:59 PM, Woelfel, Rebecca <Rebecca.Woelfel@dss.mo.gov> wrote:

Thank you, Jocelyn. I think we are good. I appreciate your check on our satisfaction.

Rebecca L. Woelfel

Communications Director

Missouri Department of Social Services

Director's Office

Broadway Office Building

[221 West High Street](#)

[Jefferson City, MO 65102-0407](#)

Telephone: [573-751-4815](#)

Fax: [573-751-3203](#)

Rebecca.Woelfel@dss.mo.gov

From: Jocelyn Kilgore [mailto:jkilgore@bucketmediaco.com]
Sent: Wednesday, August 16, 2017 4:55 PM
To: Woelfel, Rebecca
Subject: Just checking in

Hi Rebecca!

I just wanted to check in with you to see how everything is going and to be sure that Ashley got everything taken care of while I was out last week.

If there is anything at all you need or if you have any questions or concerns please don't hesitate to reach out to me.

Thank you!
Jocelyn

Jocelyn Kilgore
President
Bucket Media, Inc.
[1123 Wilkes Blvd. Ste. 400](#)
[Columbia, MO 65201](#)

[573-817-2825](#) (P)

[573-817-2826](#) (F)

[573-673-1307](#) (C)

jkilgore@bucketmediaco.com

www.bucketmediaco.com



Pregnant *&* Scared?



**CLICK FOR
HELP**



**Alternatives to
Abortion Program**

Pregnant
Scared?

CLICK
FOR HELP



Pregnant *&* Scared?

CLICK FOR HELP



Alternatives to
Abortion Program

Pregnant & Scared?



[CLICK FOR HELP](#)



**Alternatives to
Abortion Program**

Pregnant
Scared?

CLICK
FOR HELP



Alternatives
to Abortion

Pregnant & Scared?

CLICK FOR HELP



Alternatives to
Abortion Program

Pregnant
Scared?

CLICK
FOR HELP



Alternatives to
Abortion Program



Pregnant &
Scared?

CLICK
FOR
HELP



Alternatives to
Abortion Program



Are you
Pregnant & Scared?
WE CAN HELP



Are you
Pregnant & Scared?
WE CAN HELP



From: Benne, Joy
Sent: Monday, April 23, 2018 10:09 AM
To: Woelfel, Rebecca
Subject: RE: Just checking in

This all sounds good. This is all new territory for me so thank you for all your help with this.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Woelfel, Rebecca
Sent: Friday, April 20, 2018 11:00 AM
To: Benne, Joy
Subject: FW: Just checking in

Joy,
I connected with Bucket Media today. Here are the advertising collateral materials that were used in the last campaign. I have asked Jocelyn to draft a proposal that would add transit advertising to our buy this year to hopefully extend our audience's exposure to the message. I think she will flip a proposal back to us by the first part of next week. As you will see, we are also changing the woman in the digital advertising to be someone younger who is not clearly one ethnicity or another.

Rebecca L. Woelfel
Communications Director
Missouri Department of Social Services
Director's Office
Broadway Office Building
221 West High Street
Jefferson City, MO 65102-0407
Telephone: 573-751-4815
Fax: 573-751-3203
Rebecca.Woelfel@dss.mo.gov



From: Jocelyn Kilgore [<mailto:jkilgore@bucketmediaco.com>]
Sent: Friday, April 20, 2018 9:36 AM
To: Woelfel, Rebecca
Subject: Re: Just checking in

Rebecca,

Here are all of the ads we have on file. Take a look and listen and let me know as soon as you can if we are

going to need to update anything. It looks like maybe the website moved? Another thought, if we are having to make changes on the website, maybe the image of the blonde in the banners could be switched out to maybe a slightly younger looking woman?

Let me know what you think. We'll get to work on all of this asap!

Thanks!
Jocelyn

Jocelyn Kilgore
President
Bucket Media, Inc.
1123 Wilkes Blvd. Ste. 400
Columbia, MO 65201

[573-817-2825](tel:573-817-2825) (P)
[573-817-2826](tel:573-817-2826) (F)
[573-673-1307](tel:573-673-1307) (C)
jkilgore@bucketmediaco.com
www.bucketmediaco.com

On Fri, Apr 20, 2018 at 9:23 AM, Woelfel, Rebecca <Rebecca.Woelfel@dss.mo.gov> wrote:

Can you send me the media creative for Alternatives to Abortion?

Rebecca L. Woelfel

Communications Director

Missouri Department of Social Services

Director's Office

Broadway Office Building

[221 West High Street](#)

[Jefferson City, MO 65102-0407](#)

Telephone: 573-751-4815

Fax: 573-751-3203

Rebecca.Woelfel@dss.mo.gov



From: Jocelyn Kilgore [mailto:jkilgore@bucketmediaco.com]
Sent: Wednesday, August 16, 2017 5:07 PM
To: Woelfel, Rebecca
Subject: Re: Just checking in

That's great to hear!

If you need anything else at all just let me know. I'll be your main point of contact here at Bucket. But always feel free to reach out to Ashley as well.

Thanks for your business!

Jocelyn

Jocelyn Kilgore
President

Bucket Media, Inc.

[1123 Wilkes Blvd. Ste. 400](#)
[Columbia, MO 65201](#)

[573-817-2825](#) (P)

[573-817-2826](#) (F)

[573-673-1307](#) (C)

jkilgore@bucketmediaco.com

www.bucketmediaco.com

On Wed, Aug 16, 2017 at 4:59 PM, Woelfel, Rebecca <Rebecca.Woelfel@dss.mo.gov> wrote:

Thank you, Jocelyn. I think we are good. I appreciate your check on our satisfaction.

Rebecca L. Woelfel

Communications Director

Missouri Department of Social Services

Director's Office

Broadway Office Building

[221 West High Street](#)

[Jefferson City, MO 65102-0407](#)

Telephone: [573-751-4815](#)

Fax: [573-751-3203](#)

Rebecca.Woelfel@dss.mo.gov

From: Jocelyn Kilgore [mailto:jkilgore@bucketmediaco.com]

Sent: Wednesday, August 16, 2017 4:55 PM

To: Woelfel, Rebecca

Subject: Just checking in

Hi Rebecca!

I just wanted to check in with you to see how everything is going and to be sure that Ashley got everything taken care of while I was out last week.

If there is anything at all you need or if you have any questions or concerns please don't hesitate to reach out to me.

Thank you!
Jocelyn

Jocelyn Kilgore
President

Bucket Media, Inc.

[1123 Wilkes Blvd. Ste. 400](#)

[Columbia, MO 65201](#)

[573-817-2825](tel:573-817-2825) (P)

[573-817-2826](tel:573-817-2826) (F)

[573-673-1307](tel:573-673-1307) (C)

jkilgore@bucketmediaco.com

www.bucketmediaco.com

From: Benne, Joy
Sent: Tuesday, April 24, 2018 4:32 PM
To: Ward, Craig
Subject: RE: questions about State forms

Good Afternoon Craig,

We do not have a copy of the pamphlet in Spanish at this time but working to get it to print so we do. After it is translated to Spanish it will be uploaded to the website as well. Is this there number of Spanish pamphlets that are needed?

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Ward, Craig
Sent: Tuesday, April 24, 2018 8:59 AM
To: DFAS A2APrograms
Subject: FW: questions about State forms

Greetings,

Do you have a Spanish version of the Alternatives to Abortion pamphlet at [https://dss.mo.gov/fsd/a2a/files/Alternatives to Abortion Program.pdf](https://dss.mo.gov/fsd/a2a/files/Alternatives_to_Abortion_Program.pdf).

Thanks.

Craig

Craig Ward
State Registrar
Section of Epidemiology for Public Health Practice
Department of Health and Senior Services
PO Box 570
Jefferson City, MO 65102
Phone (573) 522-2808
Fax (573) 526-4102
Craig.Ward@health.mo.gov

CONFIDENTIALITY STATEMENT:

This email is from the Missouri Department of Health and Senior Services. It contains confidential or privileged information that may be protected from disclosure by law. Unauthorized disclosure, review, copying, distribution, or use of this message or its contents by anyone other than the intended recipient is prohibited. If you are not the intended recipient, please immediately destroy this message and notify the sender at the following email address: Craig.Ward@health.mo.gov or by calling (573) 522-2808.

From: Gray, Becky M <rgray@saint-lukes.org>
Sent: Wednesday, April 25, 2018 8:21 AM
To: Benne, Joy
Cc: Ward, Craig
Subject: RE: questions about State forms

Joy,
I didn't realize they were available in print we would only need a small volume. We would need 25 in English only 5 in Spanish.
Is there a cost associated with the pamphlets?

Becky Gray BSN, RN, NE-BC

Saint Luke's Hospital of Kansas City
Maternal Fetal Medicine Specialists Nurse Manager
Heart Disease in Pregnancy Program Manager
816-932-6902 (o)
816-932-5873 (f)

From: Ward, Craig <Craig.Ward@health.mo.gov>
Sent: Tuesday, April 24, 2018 4:37 PM
To: Gray, Becky M <rgray@saint-lukes.org>
Subject: FW: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Craig.Ward@health.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Becky,
This is the response from DSS. Do you have an estimate of the number of Spanish pamphlets you'd need?

Thanks.
Craig
751-6458

From: Benne, Joy
Sent: Tuesday, April 24, 2018 4:32 PM
To: Ward, Craig
Subject: RE: questions about State forms

Good Afternoon Craig,
We do not have a copy of the pamphlet in Spanish at this time but working to get it to print so we do. After it is translated to Spanish it will be uploaded to the website as well. Is this there number of Spanish pamphlets that are needed?
Thanks.

Joy E Benne, Fiscal Administrative Mgr.
Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027

Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Ward, Craig
Sent: Tuesday, April 24, 2018 8:59 AM
To: DFAS A2APrograms
Subject: FW: questions about State forms

Greetings,
Do you have a Spanish version of the Alternatives to Abortion pamphlet at
[https://dss.mo.gov/fsd/a2a/files/Alternatives to Abortion Program.pdf](https://dss.mo.gov/fsd/a2a/files/Alternatives_to_Abortion_Program.pdf).

Thanks.
Craig

Craig Ward
State Registrar
Section of Epidemiology for Public Health Practice
Department of Health and Senior Services
PO Box 570
Jefferson City, MO 65102
Phone (573) 522-2808
Fax (573) 526-4102
Craig.Ward@health.mo.gov

CONFIDENTIALITY STATEMENT:

This email is from the Missouri Department of Health and Senior Services. It contains confidential or privileged information that may be protected from disclosure by law. Unauthorized disclosure, review, copying, distribution, or use of this message or its contents by anyone other than the intended recipient is prohibited. If you are not the intended recipient, please immediately destroy this message and notify the sender at the following email address: Craig.Ward@health.mo.gov or by calling (573) 522-2808.

Saint Luke's Health System Confidentiality Notice

This message is for the designated recipient only. It may contain privileged, proprietary, or otherwise private information and is legally protected. If you have received it in error, please notify the sender immediately and delete the original. You are prohibited from distributing this email without permission. Please consider the environment before printing any e-mail.

From: Benne, Joy
Sent: Wednesday, April 25, 2018 8:23 AM
To: 'Gray, Becky M'
Cc: Ward, Craig
Subject: RE: questions about State forms

Good Morning Becky,

There is no cost for the pamphlets. I can get the English version out to you today. What address would you like them sent to?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Gray, Becky M [<mailto:rgray@saint-lukes.org>]
Sent: Wednesday, April 25, 2018 8:21 AM
To: Benne, Joy
Cc: Ward, Craig
Subject: RE: questions about State forms

Joy,
I didn't realize they were available in print we would only need a small volume. We would need 25 in English only 5 in Spanish.
Is there a cost associated with the pamphlets?

Becky Gray BSN, RN, NE-BC

Saint Luke's Hospital of Kansas City
Maternal Fetal Medicine Specialists Nurse Manager
Heart Disease in Pregnancy Program Manager
816-932-6902 (o)
816-932-5873 (f)

From: Ward, Craig <Craig.Ward@health.mo.gov>
Sent: Tuesday, April 24, 2018 4:37 PM
To: Gray, Becky M <rgray@saint-lukes.org>
Subject: FW: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Craig.Ward@health.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Becky,
This is the response from DSS. Do you have an estimate of the number of Spanish pamphlets you'd need?

Thanks.
Craig
751-6458

From: Benne, Joy
Sent: Tuesday, April 24, 2018 4:32 PM
To: Ward, Craig
Subject: RE: questions about State forms

Good Afternoon Craig,

We do not have a copy of the pamphlet in Spanish at this time but working to get it to print so we do. After it is translated to Spanish it will be uploaded to the website as well. Is this there number of Spanish pamphlets that are needed?

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Ward, Craig
Sent: Tuesday, April 24, 2018 8:59 AM
To: DFAS A2APrograms
Subject: FW: questions about State forms

Greetings,

Do you have a Spanish version of the Alternatives to Abortion pamphlet at
[https://dss.mo.gov/fsd/a2a/files/Alternatives to Abortion Program.pdf](https://dss.mo.gov/fsd/a2a/files/Alternatives_to_Abortion_Program.pdf).

Thanks.
Craig

Craig Ward
State Registrar
Section of Epidemiology for Public Health Practice
Department of Health and Senior Services
PO Box 570
Jefferson City, MO 65102
Phone (573) 522-2808
Fax (573) 526-4102
Craig.Ward@health.mo.gov

CONFIDENTIALITY STATEMENT:

This email is from the Missouri Department of Health and Senior Services. It contains confidential or privileged information that may be protected from disclosure by law. Unauthorized disclosure, review, copying, distribution, or use of this message or its contents by anyone other than the intended recipient is prohibited. If you are not the intended recipient, please immediately destroy this message and notify the sender at the following email address: Craig.Ward@health.mo.gov or by calling (573) 522-2808.

Saint Luke's Health System Confidentiality Notice

This message is for the designated recipient only. It may contain privileged, proprietary, or otherwise private information and is legally protected. If you have received it in error, please notify the sender immediately and delete the original. You are prohibited from distributing this email without permission. Please consider the environment before printing any e-mail.

From: Jacobs, Gina M
Sent: Wednesday, April 25, 2018 9:33 AM
To: Benne, Joy; Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Thompson, Christine
Subject: RE: Alternatives to Abortion

Note that the mission statement on the brochure needs updated.

Gina M. Jacobs
Deputy Director
Missouri Department of Social Services
Division of Finance & Administrative Services
P.O. Box 1643
615 Howerton Court
Jefferson City, MO 65102-1643

(573) 526-7832 - Voice
(573) 526-4678 - Fax

From: Benne, Joy
Sent: Thursday, April 12, 2018 9:49 AM
To: Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion

Good Morning!

Please find attached the responses to the Senate Appropriation Committee's questions. I've include a copy of the A2A pamphlet as well.

Helen...I've left a hardcopy of the document and several pamphlets with Brenda.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:20 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion
Importance: High

A couple of additional things.

The number of participants annually – up duplicated and duplicated count.

Also, can you research Mid-Town in St. Louis. This is the organization they are interested in possibly funding and whether their services can be reimbursed out of Alternatives to Abortion vs. a new line in TANF.

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:13 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: Alternatives to Abortion
Importance: High

The Senate Appropriation Committee asked for some information related to the Alternatives to Abortion Program that we need to provide as soon as possible. Can you please assist with gathering the information together in a one/two page summary to provide the Committee members:

- Number or participants that receive benefits (unduplicated statewide count). I testified there were approx. 800 a month that receive services.
- How do they apply?
- What are the qualifications to receive services?
- List of Providers in St. Louis and Kansas City (include addresses)
- List of services that are provided/eligible
- List of services that are not provided/eligible (example – medical)
- When is the contract expire.
- What has been the historical appropriation/spend/lapse by fund and estimate for FY18.

If I have missed anything let me know.

Helen Jaco, Chief Financial Officer
Missouri Department of Social Services
221 West High, Room 310
Jefferson City, MO 65102
573-751-7533 Phone
573-751-7598 Fax
helen.jaco@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Benne, Joy
Sent: Wednesday, April 25, 2018 9:55 AM
To: Becker, Brenda S
Subject: FW: Alternatives to Abortion
Attachments: A2A brochure - updated Mission Statement 4-25-18.pdf

Brenda,

The attached A2A pamphlet (mission statement updated) will need to be uploaded to the A2A website. This version will need to be translated to Spanish as well.

Question on printing new ones....I currently have a supply with the old mission statement (English version). The instructions given were to deplete the supply within six (6) months. Since we are printing for Spanish should we go ahead and print in English as well?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jacobs, Gina M
Sent: Wednesday, April 25, 2018 9:33 AM
To: Benne, Joy; Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Thompson, Christine
Subject: RE: Alternatives to Abortion

Note that the mission statement on the brochure needs updated.

Gina M. Jacobs
Deputy Director
Missouri Department of Social Services
Division of Finance & Administrative Services
P.O. Box 1643
615 Howerton Court
Jefferson City, MO 65102-1643

(573) 526-7832 - Voice
(573) 526-4678 - Fax

From: Benne, Joy
Sent: Thursday, April 12, 2018 9:49 AM
To: Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion

Good Morning!

Please find attached the responses to the Senate Appropriation Committee's questions. I've include a copy of the A2A pamphlet as well.

Helen...I've left a hardcopy of the document and several pamphlets with Brenda.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:20 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion
Importance: High

A couple of additional things.

The number of participants annually – up duplicated and duplicated count.

Also, can you research Mid-Town in St. Louis. This is the organization they are interested in possibly funding and whether their services can be reimbursed out of Alternatives to Abortion vs. a new line in TANF.

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:13 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: Alternatives to Abortion
Importance: High

The Senate Appropriation Committee asked for some information related to the Alternatives to Abortion Program that we need to provide as soon as possible. Can you please assist with gathering the information together in a one/two page summary to provide the Committee members:

- Number or participants that receive benefits (unduplicated statewide count). I testified there were approx. 800 a month that receive services.
- How do they apply?
- What are the qualifications to receive services?
- List of Providers in St. Louis and Kansas City (include addresses)
- List of services that are provided/eligible
- List of services that are not provided/eligible (example – medical)
- When is the contract expire.
- What has been the historical appropriation/spend/lapse by fund and estimate for FY18.

If I have missed anything let me know.

Helen Jaco, Chief Financial Officer
Missouri Department of Social Services
221 West High, Room 310
Jefferson City, MO 65102
573-751-7533 Phone
573-751-7598 Fax

helen.jaco@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

What is the Alternatives to Abortion Program?

The Alternatives to Abortion Program helps pregnant women:

- Carry their unborn child to term instead of having an abortion
- Care for their child or place their child for adoption if they choose
- Decrease their use of tobacco, alcohol, and illegal drugs
- Have better nutrition

The program also helps parents:

- Provide more responsible and competent care for their children to improve child health and development
- Continue their education
- Find a job
- Become independent for a better future



What services are available?

The following services are available during pregnancy and for one year following birth:

- | | |
|--|----------------------------------|
| • Adoption assistance | • Housing |
| • Case management | • Job training and placement |
| • Child care | • Medical and mental health care |
| • Domestic abuse protection | • Newborn and infant care |
| • Drug and alcohol testing and treatment | • Parenting skills education |
| • Educational services | • Prenatal care |
| • Establishing and promoting responsible paternity | • Transportation |
| • Food, clothing and supplies related to pregnancy, newborn care and parenting | • Ultrasound services |
| | • Utilities |

Who is eligible?

The Alternatives to Abortion Program is available to women who are Missouri residents and who are:

- Choosing to carry their child to term instead of having an abortion
- At or below 185% of federal poverty level (based on the client or family income)

What does it cost?

Services are provided at **no cost** to participants who meet the eligibility requirements.



myDSS.mo.gov

Doing what's best to help you!

What are the program goals?

The Alternatives to Abortion Program aims to:

- Reduce abortions
- Improve pregnancy outcomes by helping women practice sound health-related behaviors
- Improve child health and development
- Improve families' economic self-sufficiency

How do I get help?

For more information on the program, to locate a provider in your area, or to learn about additional resources, visit:

<http://dss.mo.gov/fsd/a2a/>

Pregnancy Fact:

Getting prenatal care early & regularly will greatly improve your chances of having a healthy baby

Our Mission

We will lead the nation in building the capacity of individuals, families, and communities to secure and sustain healthy, safe, and productive lives.

The FSD is an equal opportunity provider and employer.



To file a complaint of discrimination contact:

USDA, Director, Office of Civil Rights
1400 Independence Ave., S.W.
Washington, DC 20250-9410
or call (800) 795-3272 (voice)
or (202) 720-6382 (TTY)

or

Office of Civil Rights
P.O. Box 1527
Jefferson City, MO 65102

Alternatives to Abortion



From: Benne, Joy
Sent: Wednesday, April 25, 2018 9:57 AM
To: Jacobs, Gina M
Subject: RE: Alternatives to Abortion

Thank you Gina. I had looked at the pamphlet a couple of weeks ago and completely overlooked it. I'm working with Brenda now to have the updated version uploaded to the website, printed in Spanish (received requests) and possibly printing new English version ones (I currently have a supply on hand with the old mission statement).

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jacobs, Gina M
Sent: Wednesday, April 25, 2018 9:33 AM
To: Benne, Joy; Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Thompson, Christine
Subject: RE: Alternatives to Abortion

Note that the mission statement on the brochure needs updated.

Gina M. Jacobs
Deputy Director
Missouri Department of Social Services
Division of Finance & Administrative Services
P.O. Box 1643
615 Howerton Court
Jefferson City, MO 65102-1643

(573) 526-7832 - Voice
(573) 526-4678 - Fax

From: Benne, Joy
Sent: Thursday, April 12, 2018 9:49 AM
To: Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion

Good Morning!

Please find attached the responses to the Senate Appropriation Committee's questions. I've include a copy of the A2A pamphlet as well.

Helen...I've left a hardcopy of the document and several pamphlets with Brenda.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:20 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion
Importance: High

A couple of additional things.

The number of participants annually – up duplicated and duplicated count.

Also, can you research Mid-Town in St. Louis. This is the organization they are interested in possibly funding and whether their services can be reimbursed out of Alternatives to Abortion vs. a new line in TANF.

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:13 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: Alternatives to Abortion
Importance: High

The Senate Appropriation Committee asked for some information related to the Alternatives to Abortion Program that we need to provide as soon as possible. Can you please assist with gathering the information together in a one/two page summary to provide the Committee members:

- Number or participants that receive benefits (unduplicated statewide count). I testified there were approx. 800 a month that receive services.
- How do they apply?
- What are the qualifications to receive services?
- List of Providers in St. Louis and Kansas City (include addresses)
- List of services that are provided/eligible
- List of services that are not provided/eligible (example – medical)
- When is the contract expire.
- What has been the historical appropriation/spend/lapse by fund and estimate for FY18.

If I have missed anything let me know.

Helen Jaco, Chief Financial Officer
Missouri Department of Social Services
221 West High, Room 310
Jefferson City, MO 65102
573-751-7533 Phone
573-751-7598 Fax
helen.jaco@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Gray, Becky M <rgray@saint-lukes.org>
Sent: Wednesday, April 25, 2018 11:22 AM
To: Benne, Joy
Subject: RE: questions about State forms

Joy,
Thank you for getting back to me.

My address is:
Saint Luke's Hospital of Kansas City
Maternal-Fetal Medicine Specialists
4401 Wornall Rd, Peet Center 1st Floor
Kansas City, MO 64111
c/o Becky Gray

Actually if I can have 60 of the English I will share with the other hospitals in my system.
20 of Spanish when available.

Thank you,

Becky Gray BSN, RN, NE-BC

From: Benne, Joy <Joy.E.Benne@dss.mo.gov>
Sent: Wednesday, April 25, 2018 8:23 AM
To: Gray, Becky M <rgray@saint-lukes.org>
Cc: Ward, Craig <Craig.Ward@health.mo.gov>
Subject: RE: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Joy.E.Benne@dss.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Good Morning Becky,
There is no cost for the pamphlets. I can get the English version out to you today. What address would you like them sent to?

Joy E Benne, Fiscal Administrative Mgr.
Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Gray, Becky M [<mailto:rgray@saint-lukes.org>]
Sent: Wednesday, April 25, 2018 8:21 AM
To: Benne, Joy
Cc: Ward, Craig
Subject: RE: questions about State forms

Joy,
I didn't realize they were available in print we would only need a small volume. We would need 25 in English only 5 in Spanish.
Is there a cost associated with the pamphlets?

Becky Gray BSN, RN, NE-BC

Saint Luke's Hospital of Kansas City
Maternal Fetal Medicine Specialists Nurse Manager
Heart Disease in Pregnancy Program Manager
816-932-6902 (o)
816-932-5873 (f)

From: Ward, Craig <Craig.Ward@health.mo.gov>
Sent: Tuesday, April 24, 2018 4:37 PM
To: Gray, Becky M <rgray@saint-lukes.org>
Subject: FW: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Craig.Ward@health.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Becky,
This is the response from DSS. Do you have an estimate of the number of Spanish pamphlets you'd need?

Thanks.
Craig
751-6458

From: Benne, Joy
Sent: Tuesday, April 24, 2018 4:32 PM
To: Ward, Craig
Subject: RE: questions about State forms

Good Afternoon Craig,
We do not have a copy of the pamphlet in Spanish at this time but working to get it to print so we do. After it is translated to Spanish it will be uploaded to the website as well. Is this there number of Spanish pamphlets that are needed?
Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Ward, Craig
Sent: Tuesday, April 24, 2018 8:59 AM
To: DFAS A2APrograms
Subject: FW: questions about State forms

Greetings,

Do you have a Spanish version of the Alternatives to Abortion pamphlet at [https://dss.mo.gov/fsd/a2a/files/Alternatives to Abortion Program.pdf](https://dss.mo.gov/fsd/a2a/files/Alternatives%20to%20Abortion%20Program.pdf).

Thanks.
Craig

Craig Ward
State Registrar
Section of Epidemiology for Public Health Practice
Department of Health and Senior Services
PO Box 570
Jefferson City, MO 65102
Phone (573) 522-2808
Fax (573) 526-4102
Craig.Ward@health.mo.gov

CONFIDENTIALITY STATEMENT:

This email is from the Missouri Department of Health and Senior Services. It contains confidential or privileged information that may be protected from disclosure by law. Unauthorized disclosure, review, copying, distribution, or use of this message or its contents by anyone other than the intended recipient is prohibited. If you are not the intended recipient, please immediately destroy this message and notify the sender at the following email address: Craig.Ward@health.mo.gov or by calling (573) 522-2808.

Saint Luke's Health System Confidentiality Notice

This message is for the designated recipient only. It may contain privileged, proprietary, or otherwise private information and is legally protected. If you have received it in error, please notify the sender immediately and delete the original. You are prohibited from distributing this email without permission. Please consider the environment before printing any e-mail.

From: Benne, Joy
Sent: Wednesday, April 25, 2018 1:29 PM
To: 'Gray, Becky M'
Subject: RE: questions about State forms

Becky,
I have placed 60 English A2A pamphlets in the outgoing mail. I'll send the Spanish version when available.
Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Gray, Becky M [<mailto:rgray@saint-lukes.org>]
Sent: Wednesday, April 25, 2018 11:22 AM
To: Benne, Joy
Subject: RE: questions about State forms

Joy,
Thank you for getting back to me.

My address is:
Saint Luke's Hospital of Kansas City
Maternal-Fetal Medicine Specialists
4401 Wornall Rd, Peet Center 1st Floor
Kansas City, MO 64111
c/o Becky Gray

Actually if I can have 60 of the English I will share with the other hospitals in my system.
20 of Spanish when available.

Thank you,

Becky Gray BSN, RN, NE-BC

From: Benne, Joy <Joy.E.Benne@dss.mo.gov>
Sent: Wednesday, April 25, 2018 8:23 AM
To: Gray, Becky M <rgray@saint-lukes.org>
Cc: Ward, Craig <Craig.Ward@health.mo.gov>
Subject: RE: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Joy.E.Benne@dss.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Good Morning Becky,

There is no cost for the pamphlets. I can get the English version out to you today. What address would you like them sent to?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services

Division of Finance & Administrative Services

Phone: (573) 751-7027

Fax: 573-751-7598

Email: joy.e.benne@dss.mo.gov

From: Gray, Becky M [<mailto:rgray@saint-lukes.org>]

Sent: Wednesday, April 25, 2018 8:21 AM

To: Benne, Joy

Cc: Ward, Craig

Subject: RE: questions about State forms

Joy,

I didn't realize they were available in print we would only need a small volume. We would need 25 in English only 5 in Spanish.

Is there a cost associated with the pamphlets?

Becky Gray BSN, RN, NE-BC

Saint Luke's Hospital of Kansas City

Maternal Fetal Medicine Specialists Nurse Manager

Heart Disease in Pregnancy Program Manager

816-932-6902 (o)

816-932-5873 (f)

From: Ward, Craig <Craig.Ward@health.mo.gov>

Sent: Tuesday, April 24, 2018 4:37 PM

To: Gray, Becky M <rgray@saint-lukes.org>

Subject: FW: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Craig.Ward@health.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Becky,

This is the response from DSS. Do you have an estimate of the number of Spanish pamphlets you'd need?

Thanks.

Craig

751-6458

From: Benne, Joy

Sent: Tuesday, April 24, 2018 4:32 PM

To: Ward, Craig

Subject: RE: questions about State forms

Good Afternoon Craig,

We do not have a copy of the pamphlet in Spanish at this time but working to get it to print so we do. After it is translated to Spanish it will be uploaded to the website as well. Is this there number of Spanish pamphlets that are needed?

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Ward, Craig
Sent: Tuesday, April 24, 2018 8:59 AM
To: DFAS A2APrograms
Subject: FW: questions about State forms

Greetings,

Do you have a Spanish version of the Alternatives to Abortion pamphlet at [https://dss.mo.gov/fsd/a2a/files/Alternatives to Abortion Program.pdf](https://dss.mo.gov/fsd/a2a/files/Alternatives_to_Abortion_Program.pdf).

Thanks.

Craig

Craig Ward
State Registrar
Section of Epidemiology for Public Health Practice
Department of Health and Senior Services
PO Box 570
Jefferson City, MO 65102
Phone (573) 522-2808
Fax (573) 526-4102
Craig.Ward@health.mo.gov

CONFIDENTIALITY STATEMENT:

This email is from the Missouri Department of Health and Senior Services. It contains confidential or privileged information that may be protected from disclosure by law. Unauthorized disclosure, review, copying, distribution, or use of this message or its contents by anyone other than the intended recipient is prohibited. If you are not the intended recipient, please immediately destroy this message and notify the sender at the following email address: Craig.Ward@health.mo.gov or by calling (573) 522-2808.

Saint Luke's Health System Confidentiality Notice

This message is for the designated recipient only. It may contain privileged, proprietary, or otherwise private information and is legally protected. If you have received it in error, please notify the sender immediately and delete the original. You are prohibited from distributing this email without permission. Please consider the environment before printing any e-mail.

From: Gray, Becky M <rgray@saint-lukes.org>
Sent: Wednesday, April 25, 2018 2:43 PM
To: Benne, Joy
Subject: RE: questions about State forms

Thanks so much!

Becky Gray BSN, RN, NE-BC

From: Benne, Joy <Joy.E.Benne@dss.mo.gov>
Sent: Wednesday, April 25, 2018 1:29 PM
To: Gray, Becky M <rgray@saint-lukes.org>
Subject: RE: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Joy.E.Benne@dss.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Becky,
I have placed 60 English A2A pamphlets in the outgoing mail. I'll send the Spanish version when available.
Thanks.

Joy E Benne, Fiscal Administrative Mgr.
Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Gray, Becky M [<mailto:rgray@saint-lukes.org>]
Sent: Wednesday, April 25, 2018 11:22 AM
To: Benne, Joy
Subject: RE: questions about State forms

Joy,
Thank you for getting back to me.

My address is:
Saint Luke's Hospital of Kansas City
Maternal-Fetal Medicine Specialists
4401 Wornall Rd, Peet Center 1st Floor
Kansas City, MO 64111
c/o Becky Gray

Actually if I can have 60 of the English I will share with the other hospitals in my system.
20 of Spanish when available.

Thank you,

Becky Gray BSN, RN, NE-BC

From: Benne, Joy <Joy.E.Benne@dss.mo.gov>
Sent: Wednesday, April 25, 2018 8:23 AM
To: Gray, Becky M <rgray@saint-lukes.org>
Cc: Ward, Craig <Craig.Ward@health.mo.gov>
Subject: RE: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Joy.E.Benne@dss.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Good Morning Becky,

There is no cost for the pamphlets. I can get the English version out to you today. What address would you like them sent to?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Gray, Becky M [<mailto:rgray@saint-lukes.org>]
Sent: Wednesday, April 25, 2018 8:21 AM
To: Benne, Joy
Cc: Ward, Craig
Subject: RE: questions about State forms

Joy,
I didn't realize they were available in print we would only need a small volume. We would need 25 in English only 5 in Spanish.
Is there a cost associated with the pamphlets?

Becky Gray BSN, RN, NE-BC

Saint Luke's Hospital of Kansas City
Maternal Fetal Medicine Specialists Nurse Manager
Heart Disease in Pregnancy Program Manager
816-932-6902 (o)
816-932-5873 (f)

From: Ward, Craig <Craig.Ward@health.mo.gov>
Sent: Tuesday, April 24, 2018 4:37 PM
To: Gray, Becky M <rgray@saint-lukes.org>
Subject: FW: questions about State forms

This message originated outside of Saint Luke's Health System's email system (Craig.Ward@health.mo.gov)
USE CAUTION when clicking on any web links or opening any attachments.

Becky,

This is the response from DSS. Do you have an estimate of the number of Spanish pamphlets you'd need?

Thanks.
Craig
751-6458

From: Benne, Joy
Sent: Tuesday, April 24, 2018 4:32 PM
To: Ward, Craig
Subject: RE: questions about State forms

Good Afternoon Craig,
We do not have a copy of the pamphlet in Spanish at this time but working to get it to print so we do. After it is translated to Spanish it will be uploaded to the website as well. Is this there number of Spanish pamphlets that are needed?
Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Ward, Craig
Sent: Tuesday, April 24, 2018 8:59 AM
To: DFAS A2APrograms
Subject: FW: questions about State forms

Greetings,
Do you have a Spanish version of the Alternatives to Abortion pamphlet at
[https://dss.mo.gov/fsd/a2a/files/Alternatives to Abortion Program.pdf](https://dss.mo.gov/fsd/a2a/files/Alternatives_to_Abortion_Program.pdf).

Thanks.
Craig

Craig Ward
State Registrar
Section of Epidemiology for Public Health Practice
Department of Health and Senior Services
PO Box 570
Jefferson City, MO 65102
Phone (573) 522-2808
Fax (573) 526-4102
Craig.Ward@health.mo.gov

CONFIDENTIALITY STATEMENT:

This email is from the Missouri Department of Health and Senior Services. It contains confidential or privileged information that may be protected from disclosure by law. Unauthorized disclosure, review, copying, distribution, or use of this message or its contents by anyone other than the intended recipient is prohibited. If you are not the intended recipient, please immediately destroy this message and notify the sender at the following email address: Craig.Ward@health.mo.gov or by calling (573) 522-2808.

Saint Luke's Health System Confidentiality Notice

This message is for the designated recipient only. It may contain privileged, proprietary, or otherwise private

information and is legally protected. If you have received it in error, please notify the sender immediately and delete the original. You are prohibited from distributing this email without permission. Please consider the environment before printing any e-mail.

From: Becker, Brenda S
Sent: Thursday, April 26, 2018 9:08 AM
To: Benne, Joy
Subject: RE: Alternatives to Abortion

I have found someone to translate the brochure into Spanish. All changes have been made correct? Can you send me the most recent version?

Thanks!

Brenda Becker
Department of Social Services
Division of Finance and Administrative Services
Phone: (573)751-7533
Fax: (573)751-7598

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Benne, Joy
Sent: Wednesday, April 25, 2018 9:55 AM
To: Becker, Brenda S
Subject: FW: Alternatives to Abortion

Brenda,
The attached A2A pamphlet (mission statement updated) will need to be uploaded to the A2A website. This version will need to be translated to Spanish as well.

Question on printing new ones....I currently have a supply with the old mission statement (English version). The instructions given were to deplete the supply within six (6) months. Since we are printing for Spanish should we go ahead and print in English as well?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jacobs, Gina M
Sent: Wednesday, April 25, 2018 9:33 AM
To: Benne, Joy; Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Thompson, Christine
Subject: RE: Alternatives to Abortion

Note that the mission statement on the brochure needs updated.

Gina M. Jacobs
Deputy Director
Missouri Department of Social Services
Division of Finance & Administrative Services
P.O. Box 1643
615 Howerton Court
Jefferson City, MO 65102-1643

(573) 526-7832 - Voice
(573) 526-4678 - Fax

From: Benne, Joy
Sent: Thursday, April 12, 2018 9:49 AM
To: Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion

Good Morning!

Please find attached the responses to the Senate Appropriation Committee's questions. I've include a copy of the A2A pamphlet as well.

Helen...I've left a hardcopy of the document and several pamphlets with Brenda.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:20 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion
Importance: High

A couple of additional things.

The number of participants annually – up duplicated and duplicated count.

Also, can you research Mid-Town in St. Louis. This is the organization they are interested in possibly funding and whether their services can be reimbursed out of Alternatives to Abortion vs. a new line in TANF.

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:13 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: Alternatives to Abortion
Importance: High

The Senate Appropriation Committee asked for some information related to the Alternatives to Abortion Program that we need to provide as soon as possible. Can you please assist with gathering the information together in a one/two page summary to provide the Committee members:

- Number or participants that receive benefits (unduplicated statewide count). I testified there were approx. 800 a month that receive services.
- How do they apply?
- What are the qualifications to receive services?
- List of Providers in St. Louis and Kansas City (include addresses)
- List of services that are provided/eligible
- List of services that are not provided/eligible (example – medical)
- When is the contract expire.
- What has been the historical appropriation/spend/lapse by fund and estimate for FY18.

If I have missed anything let me know.

Helen Jaco, Chief Financial Officer
Missouri Department of Social Services
221 West High, Room 310
Jefferson City, MO 65102
573-751-7533 Phone
573-751-7598 Fax
helen.jaco@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Benne, Joy
Sent: Thursday, April 26, 2018 9:44 AM
To: Becker, Brenda S
Subject: RE: Alternatives to Abortion
Attachments: A2A brochure - updated Mission Statement 4-25-18.pdf

Attached is the updated version to be translated to Spanish.
Thank you for your help.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Becker, Brenda S
Sent: Thursday, April 26, 2018 9:08 AM
To: Benne, Joy
Subject: RE: Alternatives to Abortion

I have found someone to translate the brochure into Spanish. All changes have been made correct? Can you send me the most recent version?

Thanks!

Brenda Becker
Department of Social Services
Division of Finance and Administrative Services
Phone: (573)751-7533
Fax: (573)751-7598

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Benne, Joy
Sent: Wednesday, April 25, 2018 9:55 AM
To: Becker, Brenda S
Subject: FW: Alternatives to Abortion

Brenda,
The attached A2A pamphlet (mission statement updated) will need to be uploaded to the A2A website. This version will need to be translated to Spanish as well.

Question on printing new ones....I currently have a supply with the old mission statement (English version). The instructions given were to deplete the supply within six (6) months. Since we are printing for Spanish should we go ahead and print in English as well?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jacobs, Gina M
Sent: Wednesday, April 25, 2018 9:33 AM
To: Benne, Joy; Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Thompson, Christine
Subject: RE: Alternatives to Abortion

Note that the mission statement on the brochure needs updated.

Gina M. Jacobs
Deputy Director
Missouri Department of Social Services
Division of Finance & Administrative Services
P.O. Box 1643
615 Howerton Court
Jefferson City, MO 65102-1643

(573) 526-7832 - Voice
(573) 526-4678 - Fax

From: Benne, Joy
Sent: Thursday, April 12, 2018 9:49 AM
To: Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion

Good Morning!

Please find attached the responses to the Senate Appropriation Committee's questions. I've include a copy of the A2A pamphlet as well.

Helen...I've left a hardcopy of the document and several pamphlets with Brenda.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:20 PM
To: Benne, Joy; McDonald, Wade S

Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine

Subject: RE: Alternatives to Abortion

Importance: High

A couple of additional things.

The number of participants annually – up duplicated and duplicated count.

Also, can you research Mid-Town in St. Louis. This is the organization they are interested in possibly funding and whether their services can be reimbursed out of Alternatives to Abortion vs. a new line in TANF.

From: Jaco, Helen

Sent: Wednesday, April 11, 2018 2:13 PM

To: Benne, Joy; McDonald, Wade S

Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine

Subject: Alternatives to Abortion

Importance: High

The Senate Appropriation Committee asked for some information related to the Alternatives to Abortion Program that we need to provide as soon as possible. Can you please assist with gathering the information together in a one/two page summary to provide the Committee members:

- Number of participants that receive benefits (unduplicated statewide count). I testified there were approx. 800 a month that receive services.
- How do they apply?
- What are the qualifications to receive services?
- List of Providers in St. Louis and Kansas City (include addresses)
- List of services that are provided/eligible
- List of services that are not provided/eligible (example – medical)
- When is the contract expire.
- What has been the historical appropriation/spend/lapse by fund and estimate for FY18.

If I have missed anything let me know.

Helen Jaco, Chief Financial Officer

Missouri Department of Social Services

221 West High, Room 310

Jefferson City, MO 65102

573-751-7533 Phone

573-751-7598 Fax

helen.jaco@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

What is the Alternatives to Abortion Program?

The Alternatives to Abortion Program helps pregnant women:

- Carry their unborn child to term instead of having an abortion
- Care for their child or place their child for adoption if they choose
- Decrease their use of tobacco, alcohol, and illegal drugs
- Have better nutrition

The program also helps parents:

- Provide more responsible and competent care for their children to improve child health and development
- Continue their education
- Find a job
- Become independent for a better future



What services are available?

The following services are available during pregnancy and for one year following birth:

- | | |
|--|----------------------------------|
| • Adoption assistance | • Housing |
| • Case management | • Job training and placement |
| • Child care | • Medical and mental health care |
| • Domestic abuse protection | • Newborn and infant care |
| • Drug and alcohol testing and treatment | • Parenting skills education |
| • Educational services | • Prenatal care |
| • Establishing and promoting responsible paternity | • Transportation |
| • Food, clothing and supplies related to pregnancy, newborn care and parenting | • Ultrasound services |
| | • Utilities |

Who is eligible?

The Alternatives to Abortion Program is available to women who are Missouri residents and who are:

- Choosing to carry their child to term instead of having an abortion
- At or below 185% of federal poverty level (based on the client or family income)

What does it cost?

Services are provided at **no cost** to participants who meet the eligibility requirements.



myDSS.mo.gov

Doing what's best to help you!

What are the program goals?

The Alternatives to Abortion Program aims to:

- Reduce abortions
- Improve pregnancy outcomes by helping women practice sound health-related behaviors
- Improve child health and development
- Improve families' economic self-sufficiency

How do I get help?

For more information on the program, to locate a provider in your area, or to learn about additional resources, visit:

<http://dss.mo.gov/fsd/a2a/>

Pregnancy Fact:

Getting prenatal care early & regularly will greatly improve your chances of having a healthy baby

Our Mission

We will lead the nation in building the capacity of individuals, families, and communities to secure and sustain healthy, safe, and productive lives.

The FSD is an equal opportunity provider and employer.



To file a complaint of discrimination contact:

USDA, Director, Office of Civil Rights
1400 Independence Ave., S.W.
Washington, DC 20250-9410
or call (800) 795-3272 (voice)
or (202) 720-6382 (TTY)

or

Office of Civil Rights
P.O. Box 1527
Jefferson City, MO 65102

Alternatives to Abortion



From: Woelfel, Rebecca
Sent: Thursday, April 26, 2018 2:37 PM
To: Benne, Joy
Subject: FW: Media Plan For A2A
Attachments: A2A Proposal Spring 2018 (1).pdf

Here is the proposal. Let me know your thoughts or if you would like to discuss.

Rebecca L. Woelfel
Communications Director
Missouri Department of Social Services
Director's Office
Broadway Office Building
221 West High Street
Jefferson City, MO 65102-0407
Telephone: 573-751-4815
Fax: 573-751-3203
Rebecca.Woelfel@dss.mo.gov



From: Jocelyn Kilgore [<mailto:jkilgore@bucketmediaco.com>]
Sent: Thursday, April 26, 2018 2:30 PM
To: Woelfel, Rebecca
Subject: Media Plan For A2A

Rebecca,

Here's the media plan for A2A. Let me know if you have any questions at all. Or thoughts or comments or anything.

I was really excited about the great media mix and coverage we were able to get over the next month and half. It will be really great coverage for the program, both statewide and in the targeted metros.

I'm stepping away from my computer for a bit to go visit my mother in law (she is in the hospital but all is well...just want to go visit and take her some fudge).

Shoot me an email or text or phone call on my cell 573-673-1307.

I think, unless we totally missed the mark on this and have to go back to the drawing board, that we should be able to get this going before the weekend.

Thanks so much!
Jocelyn

Jocelyn Kilgore
President
Bucket Media, Inc.
1123 Wilkes Blvd. Ste. 400
Columbia, MO 65201

[573-817-2825](tel:573-817-2825) (P)
[573-817-2826](tel:573-817-2826) (F)
[573-673-1307](tel:573-673-1307) (C)
jkilgore@bucketmediaco.com
www.bucketmediaco.com

CAMPAIGN OVERVIEW



Missouri Department of Social Services
May 1 – June 15, 2018
Alternatives To Abortion

Goal

Raise Awareness Of The A2A Program, Resources, Providers And Agencies Statewide

Target

- Geographic Target
 - State of Missouri
 - Additional Emphasis in St. Louis, Kansas City, Springfield, Columbia and Cape Girardeau
 - Demographic Targets
 - Women 16-24
 - Psychographic Target
 - Very low income (185% Less Than Poverty Level)
 - Unexpected Pregnancies
-

Strategy/Implementation

- Utilize Online & Traditional Marketing Strategies To Reach Our Demographic and Psychographic Targets
- Strategic Targeting
 - Demographic
 - Behavioral
 - Interest

MEDIA PROPOSAL



Pandora

- :30 Mobile Audio & Video Ads
- Targeting
 - W16 24
 - Household Income Less Than \$20k
- Geographic Targets
 - Cape Girardeau
 - Columbia
 - Kansas City
 - Springfield
 - St. Louis
- Flight Dates
 - 4/30 6/15
- Projections
 - Audio
 - 10.4% Average Share of Voice
 - 80,811 Paid Impressions / 80,811 Bonus Display Ad Impressions
 - Video
 - 5.1% Average Share of Voice
 - 97,410 Paid Impressions / 97,410 Bonus Display Ad Impressions
- Added Value
 - 500x500 & 300x250 Display Ads

Pandora Investment: \$5,750.00

Traditional Radio

- :30 Ads
- Targeting
 - W18 24
 - Urban Station Format
- Geographic Targets
 - Kansas City
 - St. Louis
- Flight Dates
 - 5/7 5/20
- Stations
 - Kansas City
 - KPRS, KMJK
 - St. Louis
 - WFUN, WHHL

Traditional Radio Investment: \$18,410.35

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT *HAPPEN*

MEDIA PROPOSAL



Cable

- :30 Ads
- Targeting
 - W18 24
- Geographic Targets
 - Kansas City
 - St. Louis
- Flight Dates
 - 5/7 5/20
- Networks
 - MTV, VH1, Bravo, E!, BET

Total Cable Investment: \$14,055.45

Transit

- 28" x 11" Interior Posters
- Geographic Targets
 - Columbia
 - Kansas City
 - Springfield
 - St. Louis
- Flight Dates
 - 4 Week Installation, Posters Will Be Installed Before 5/18

Total Transit Investment: \$12,084.20

ONLINE PROPOSAL



Online Display

- Flight Date: May 1st – 31st
- Geographically targeted
 - Missouri
- Demographically targeted
 - Women 18 24
 - HHI \$30k or less
- Custom Channel
 - Pregnancy info websites
- Custom Audience Segment:
 - Unplanned Pregnancy Help
- Native and banner ads
- Frequency caps available

Total Display Investment: \$5,000.00

Online Video

- Flight Date: May 1st – 31st
- Geographically targeted
 - Missouri
- Demographically targeted
 - Women 18 24
 - HHI \$30k or less
- Custom Audience Segment:
 - Unplanned Pregnancy Help
- Pre roll & Outstream format
- Frequency caps available

Total Online Video Investment: \$2,500.00

Facebook

- Promoted post and video within user's native news feed
- Demographically targeted
 - Women 16 24 years old
- Geographically targeted segments
 - Metro areas
 - St. Louis +25 mile radius
 - Kansas City +25 mile radius
 - Columbia +25 mile radius
 - Cape Girardeau +25 mile radius
 - Statewide excluding metros
 - Ensures statewide coverage of messaging

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

ONLINE PROPOSAL



- Includes desktop, mobile and tablet

Total Facebook Investment: \$3,600.00

Instagram

- Promoted post and video within user's native news feed
- Demographically targeted
 - Women 16 24 years old
- Geographically targeted segments
 - Metro areas
 - St. Louis +25 mile radius
 - Kansas City +25 mile radius
 - Columbia +25 mile radius
 - Cape Girardeau +25 mile radius
 - Statewide excluding metros
 - Ensures statewide coverage of messaging
- Includes mobile and tablet

Total Instagram Investment: \$1,400.00

Snap Ads

- Promoted :10 video within user's native stories and discover feeds
- Demographically targeted
 - Women 18 24 years old
- Geographically targeted
 - Missouri
- Includes mobile and tablet

Total Snap Ads Investment: \$5,500.00

CREATIVE PROPOSAL



Project Management

- Manage all pre production, production and post production arrangements
- Ensure the branding and existing creative concept is carried through to all aspects of the campaign

Production

- One 10 second vertical video
 - For use on Snapchat
 - Keeping with consistent the theme and creative concept
 - Professional music and voice over
 - Up to two sets of minor post production edits per ad*

Graphic Design

- Banner Ad Revision
 - Revised image for existing static banners for display advertising
 - Executed across the full sets of banner ads
- Bus Interior Graphics
 - One (1) eye catching graphic to be printed for bus advertising
 - One set of minor post production revisions per ad*
- Promoted Posts
 - Updated Social Media graphics for Facebook and Instagram
 - One set of minor post production revisions per ad*

Total Creative Investment: \$1,700.00

All creative components will be the property of the client.

More than the allotted number of edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

*Minor edits include:

- Adjusting animation of graphics
- Adjusting voiceover or music
- Changing size or layout of text

Estimate valid through May 1, 2018

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

CAMPAIGN SUMMARY



INVESTMENT SUMMARY

- Pandora: \$5,750.00
- Traditional Radio: \$18,410.35
- Cable: \$14,055.45
- Transit: \$12,084.20
- Online Display: \$5,000.00
- Online Video: \$2,500.00
- Facebook: \$3,600.00
- Instagram: \$1,400.00
- Snap Ads: \$5,500.00
- Creative Assets: \$1,700.00

TOTAL INVESTMENT: \$70,000.00

All creative components will be property of the client. More than the allotted number of edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

Actual online numbers could fluctuate. Daily budgets are set to ensure a maximum spend would not be exceeded.

Approval:

Name: _____

Signature: _____

Date: _____

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

From: Benne, Joy
Sent: Thursday, April 26, 2018 4:01 PM
To: 'Teresa Tunstill'; DFAS A2APrograms
Subject: RE: Alternatives to Abortion tri-fold Brochures

Teresa,
I have 200 Alternatives to Abortion brochures going out in the mail to you tomorrow morning.
Have a great weekend.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. This communication may contain information that is privileged, confidential or otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.

From: Teresa Tunstill [<mailto:ttunstill@clayhealth.com>]
Sent: Thursday, April 26, 2018 3:40 PM
To: DFAS A2APrograms
Subject: Alternatives to Abortion tri-fold Brochures

Hi Joy,
Thanks so much for your assistance today in sending me some of the "Alternatives to Abortion" brochures. Here is my contact info:

Teresa Tunstill, R.N.
c/o Clay County Public Health Center
800 Haines Drive
Liberty, MO 64068

TERESA B. TUNSTILL, M.Ed., B.S.N., R.N.

Public Health Nurse

800 Haines Drive | Liberty, MO 64068

p. 816-595-4268 | **f.** 816-595-4201

clayhealth.com | [Facebook](https://www.facebook.com/clayhealth) | [Twitter](https://twitter.com/clayhealth)



CLAY COUNTY

PUBLIC HEALTH CENTER





CLAY COUNTY

PUBLIC HEALTH CENTER



The information contained in this message and any attached document is intended only for the personal and confidential use of the designated recipient(s). If the reader of this message is not the intended recipient (or the agent responsible for delivering it to the intended recipient), you are hereby notified that any unauthorized distribution or copying of this email and its contents is strictly prohibited. If you have received this communication in error, please notify us immediately by replying to this email at jlewis@clayhealth.com and then deleting it from your computer. The Clay County Public Health Center is not responsible for errors or omissions in this email. Any personal comments made do not necessarily reflect the views of the Clay County Public Health Center.

From: Teresa Tunstill <ttunstill@clayhealth.com>
Sent: Thursday, April 26, 2018 4:05 PM
To: Benne, Joy
Subject: RE: Alternatives to Abortion tri-fold Brochures

Thanks so much, Joy! Have a great weekend!
TT

TERESA B. TUNSTILL, M.Ed., B.S.N., R.N.
Public Health Nurse

800 Haines Drive | Liberty, MO 64068
p. 816-595-4268 | **c.** 816-266-2908 | **f.** 816-595-4201
clayhealth.com | [Facebook](#) | [Twitter](#)



CLAY COUNTY
PUBLIC HEALTH CENTER



The information contained in this message and any attached document is intended only for the personal and confidential use of the designated recipient(s). If the reader of this message is not the intended recipient (or the agent responsible for delivering it to the intended recipient), you are hereby notified that any unauthorized distribution or copying of this email and its contents is strictly prohibited. If you have received this communication in error, please notify us immediately by replying to this email at ilewis@clayhealth.com and then deleting it from your computer. The Clay County Public Health Center is not responsible for errors or omissions in this email. Any personal comments made do not necessarily reflect the views of the Clay County Public Health Center.

From: Benne, Joy [<mailto:Joy.E.Benne@dss.mo.gov>]
Sent: Thursday, April 26, 2018 4:01 PM
To: Teresa Tunstill <ttunstill@clayhealth.com>; DFAS A2APrograms <DFAS.A2APrograms@dss.mo.gov>
Subject: RE: Alternatives to Abortion tri-fold Brochures

Teresa,
I have 200 Alternatives to Abortion brochures going out in the mail to you tomorrow morning.
Have a great weekend.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Broadway State Office Building
221 W. High St., Room 310 - P.O. Box 1082
Jefferson City, MO 65102-1082
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

Confidentiality Notice: This electronic communication is from the Missouri Department of Social Services (DSS), Division of Finance & Administrative Services, and is only intended for its addressee. this communication may contain information that is privileged, confidential or otherwise protected from disclosure by law and/or DSS policy. If you are not the intended recipient, or the employee or agency responsible for

delivering this information to its recipient, do not copy, circulate, forward or otherwise disclose this document. If you have received this message in error, please notify the sender immediately by return email at joy.e.benne@dss.mo.gov or by phone at 573-751-7027.

From: Teresa Tunstill [<mailto:ttunstill@clayhealth.com>]
Sent: Thursday, April 26, 2018 3:40 PM
To: DFAS A2APrograms
Subject: Alternatives to Abortion tri-fold Brochures

Hi Joy,

Thanks so much for your assistance today in sending me some of the "Alternatives to Abortion" brochures. Here is my contact info:

Teresa Tunstill, R.N.
c/o Clay County Public Health Center
800 Haines Drive
Liberty, MO 64068

TERESA B. TUNSTILL, M.Ed., B.S.N., R.N.
Public Health Nurse

800 Haines Drive | Liberty, MO 64068
p. 816-595-4268 | **f.** 816-595-4201
clayhealth.com | [Facebook](https://www.facebook.com/clayhealth) | [Twitter](https://twitter.com/clayhealth)



CLAY COUNTY
PUBLIC HEALTH CENTER



The information contained in this message and any attached document is intended only for the personal and confidential use of the designated recipient(s). If the reader of this message is not the intended recipient (or the agent responsible for delivering it to the intended recipient), you are hereby notified that any unauthorized distribution or copying of this email and its contents is strictly prohibited. If you have received this communication in error, please notify us immediately by replying to this email at ilewis@clayhealth.com and then deleting it from your computer. The Clay County Public Health Center is not responsible for errors or omissions in this email. Any personal comments made do not necessarily reflect the views of the Clay County Public Health Center.

From: Benne, Joy
Sent: Friday, April 27, 2018 10:51 AM
To: Jacobs, Gina M
Subject: FW: Media Plan For A2A
Attachments: A2A Proposal Spring 2018 (1).pdf

Gina,
I've been working with Becky Woelfel to get a media proposal to spend the A2A Public Awareness Funds. \$75,000 was appropriated and we've only spent a few thousand on brochures. So to spend the majority of the remaining funds before fiscal year end Becky has done a fantastic job in working with Bucket Media to get us the attached proposal. Ads, of various types, will run at various times (flight dates) beginning April 30th through June 15th.

Michael and I have looked over it and have no concerns. Would you like to look this over and give your approval?

Becky has already called me this morning wanting a decision but I told her I wanted to speak with you first.
Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Woelfel, Rebecca
Sent: Thursday, April 26, 2018 2:37 PM
To: Benne, Joy
Subject: FW: Media Plan For A2A

Here is the proposal. Let me know your thoughts or if you would like to discuss.

Rebecca L. Woelfel
Communications Director
Missouri Department of Social Services
Director's Office
Broadway Office Building
221 West High Street
Jefferson City, MO 65102-0407
Telephone: 573-751-4815
Fax: 573-751-3203
Rebecca.Woelfel@dss.mo.gov



From: Jocelyn Kilgore [<mailto:jkilgore@bucketmediaco.com>]
Sent: Thursday, April 26, 2018 2:30 PM
To: Woelfel, Rebecca
Subject: Media Plan For A2A

Rebecca,

Here's the media plan for A2A. Let me know if you have any questions at all. Or thoughts or comments or anything.

I was really excited about the great media mix and coverage we were able to get over the next month and half. It will be really great coverage for the program, both statewide and in the targeted metros.

I'm stepping away from my computer for a bit to go visit my mother in law (she is in the hospital but all is well...just want to go visit and take her some fudge).

Shoot me an email or text or phone call on my cell 573-673-1307.

I think, unless we totally missed the mark on this and have to go back to the drawing board, that we should be able to get this going before the weekend.

Thanks so much!
Jocelyn

Jocelyn Kilgore
President
Bucket Media, Inc.
1123 Wilkes Blvd. Ste. 400
Columbia, MO 65201

[573-817-2825](tel:573-817-2825) (P)
[573-817-2826](tel:573-817-2826) (F)
[573-673-1307](tel:573-673-1307) (C)
jkilgore@bucketmediaco.com
www.bucketmediaco.com

CAMPAIGN OVERVIEW



Missouri Department of Social Services
May 1 – June 15, 2018
Alternatives To Abortion

Goal

Raise Awareness Of The A2A Program, Resources, Providers And Agencies Statewide

Target

- Geographic Target
 - State of Missouri
 - Additional Emphasis in St. Louis, Kansas City, Springfield, Columbia and Cape Girardeau
 - Demographic Targets
 - Women 16-24
 - Psychographic Target
 - Very low income (185% Less Than Poverty Level)
 - Unexpected Pregnancies
-

Strategy/Implementation

- Utilize Online & Traditional Marketing Strategies To Reach Our Demographic and Psychographic Targets
- Strategic Targeting
 - Demographic
 - Behavioral
 - Interest

MEDIA PROPOSAL



Pandora

- :30 Mobile Audio & Video Ads
- Targeting
 - W16 24
 - Household Income Less Than \$20k
- Geographic Targets
 - Cape Girardeau
 - Columbia
 - Kansas City
 - Springfield
 - St. Louis
- Flight Dates
 - 4/30 6/15
- Projections
 - Audio
 - 10.4% Average Share of Voice
 - 80,811 Paid Impressions / 80,811 Bonus Display Ad Impressions
 - Video
 - 5.1% Average Share of Voice
 - 97,410 Paid Impressions / 97,410 Bonus Display Ad Impressions
- Added Value
 - 500x500 & 300x250 Display Ads

Pandora Investment: \$5,750.00

Traditional Radio

- :30 Ads
- Targeting
 - W18 24
 - Urban Station Format
- Geographic Targets
 - Kansas City
 - St. Louis
- Flight Dates
 - 5/7 5/20
- Stations
 - Kansas City
 - KPRS, KMJK
 - St. Louis
 - WFUN, WHHL

Traditional Radio Investment: \$18,410.35

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

MEDIA PROPOSAL



Cable

- :30 Ads
- Targeting
 - W18 24
- Geographic Targets
 - Kansas City
 - St. Louis
- Flight Dates
 - 5/7 5/20
- Networks
 - MTV, VH1, Bravo, E!, BET

Total Cable Investment: \$14,055.45

Transit

- 28" x 11" Interior Posters
- Geographic Targets
 - Columbia
 - Kansas City
 - Springfield
 - St. Louis
- Flight Dates
 - 4 Week Installation, Posters Will Be Installed Before 5/18

Total Transit Investment: \$12,084.20

ONLINE PROPOSAL



Online Display

- Flight Date: May 1st – 31st
- Geographically targeted
 - Missouri
- Demographically targeted
 - Women 18 24
 - HHI \$30k or less
- Custom Channel
 - Pregnancy info websites
- Custom Audience Segment:
 - Unplanned Pregnancy Help
- Native and banner ads
- Frequency caps available

Total Display Investment: \$5,000.00

Online Video

- Flight Date: May 1st – 31st
- Geographically targeted
 - Missouri
- Demographically targeted
 - Women 18 24
 - HHI \$30k or less
- Custom Audience Segment:
 - Unplanned Pregnancy Help
- Pre roll & Outstream format
- Frequency caps available

Total Online Video Investment: \$2,500.00

Facebook

- Promoted post and video within user's native news feed
- Demographically targeted
 - Women 16 24 years old
- Geographically targeted segments
 - Metro areas
 - St. Louis +25 mile radius
 - Kansas City +25 mile radius
 - Columbia +25 mile radius
 - Cape Girardeau +25 mile radius
 - Statewide excluding metros
 - Ensures statewide coverage of messaging

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

ONLINE PROPOSAL



- Includes desktop, mobile and tablet

Total Facebook Investment: \$3,600.00

Instagram

- Promoted post and video within user's native news feed
- Demographically targeted
 - Women 16 24 years old
- Geographically targeted segments
 - Metro areas
 - St. Louis +25 mile radius
 - Kansas City +25 mile radius
 - Columbia +25 mile radius
 - Cape Girardeau +25 mile radius
 - Statewide excluding metros
 - Ensures statewide coverage of messaging
- Includes mobile and tablet

Total Instagram Investment: \$1,400.00

Snap Ads

- Promoted :10 video within user's native stories and discover feeds
- Demographically targeted
 - Women 18 24 years old
- Geographically targeted
 - Missouri
- Includes mobile and tablet

Total Snap Ads Investment: \$5,500.00

CREATIVE PROPOSAL



Project Management

- Manage all pre production, production and post production arrangements
- Ensure the branding and existing creative concept is carried through to all aspects of the campaign

Production

- One 10 second vertical video
 - For use on Snapchat
 - Keeping with consistent the theme and creative concept
 - Professional music and voice over
 - Up to two sets of minor post production edits per ad*

Graphic Design

- Banner Ad Revision
 - Revised image for existing static banners for display advertising
 - Executed across the full sets of banner ads
- Bus Interior Graphics
 - One (1) eye catching graphic to be printed for bus advertising
 - One set of minor post production revisions per ad*
- Promoted Posts
 - Updated Social Media graphics for Facebook and Instagram
 - One set of minor post production revisions per ad*

Total Creative Investment: \$1,700.00

All creative components will be the property of the client.

More than the allotted number of edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

*Minor edits include:

- Adjusting animation of graphics
- Adjusting voiceover or music
- Changing size or layout of text

Estimate valid through May 1, 2018

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

CAMPAIGN SUMMARY



INVESTMENT SUMMARY

- Pandora: \$5,750.00
- Traditional Radio: \$18,410.35
- Cable: \$14,055.45
- Transit: \$12,084.20
- Online Display: \$5,000.00
- Online Video: \$2,500.00
- Facebook: \$3,600.00
- Instagram: \$1,400.00
- Snap Ads: \$5,500.00
- Creative Assets: \$1,700.00

TOTAL INVESTMENT: \$70,000.00

All creative components will be property of the client. More than the allotted number of edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

Actual online numbers could fluctuate. Daily budgets are set to ensure a maximum spend would not be exceeded.

Approval:

Name: _____

Signature: _____

Date: _____

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

From: Benne, Joy
Sent: Friday, April 27, 2018 3:31 PM
To: Woelfel, Rebecca
Subject: FW: Media Plan For A2A
Attachments: A2A Proposal Spring 2018 (1).pdf

Importance: High

Becky,
I've discussed the proposal with Gina (see below) and we all approve.
Thank you for all your help on this.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jacobs, Gina M
Sent: Friday, April 27, 2018 1:42 PM
To: Benne, Joy
Subject: RE: Media Plan For A2A

I'm fine with this.

Gina M. Jacobs
Deputy Director
Missouri Department of Social Services
Division of Finance & Administrative Services
P.O. Box 1643
615 Howerton Court
Jefferson City, MO 65102-1643

(573) 526-7832 - Voice
(573) 526-4678 - Fax

From: Benne, Joy
Sent: Friday, April 27, 2018 10:51 AM
To: Jacobs, Gina M
Subject: FW: Media Plan For A2A

Gina,
I've been working with Becky Woelfel to get a media proposal to spend the A2A Public Awareness Funds. \$75,000 was appropriated and we've only spent a few thousand on brochures. So to spend the majority of the remaining funds before fiscal year end Becky has done a fantastic job in working with Bucket Media to get us the attached proposal. Ads, of various types, will run at various times (flight dates) beginning April 30th through June 15th.

Michael and I have looked over it and have no concerns. Would you like to look this over and give your approval?

Becky has already called me this morning wanting a decision but I told her I wanted to speak with you first.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Woelfel, Rebecca
Sent: Thursday, April 26, 2018 2:37 PM
To: Benne, Joy
Subject: FW: Media Plan For A2A

Here is the proposal. Let me know your thoughts or if you would like to discuss.

Rebecca L. Woelfel
Communications Director
Missouri Department of Social Services
Director's Office
Broadway Office Building
221 West High Street
Jefferson City, MO 65102-0407
Telephone: 573-751-4815
Fax: 573-751-3203
Rebecca.Woelfel@dss.mo.gov



From: Jocelyn Kilgore [<mailto:jkilgore@bucketmediaco.com>]
Sent: Thursday, April 26, 2018 2:30 PM
To: Woelfel, Rebecca
Subject: Media Plan For A2A

Rebecca,

Here's the media plan for A2A. Let me know if you have any questions at all. Or thoughts or comments or anything.

I was really excited about the great media mix and coverage we were able to get over the next month and half. It will be really great coverage for the program, both statewide and in the targeted metros.

I'm stepping away from my computer for a bit to go visit my mother in law (she is in the hospital but all is well...just want to go visit and take her some fudge).

Shoot me an email or text or phone call on my cell 573-673-1307.

I think, unless we totally missed the mark on this and have to go back to the drawing board, that we should be able to get this going before the weekend.

Thanks so much!
Jocelyn

Jocelyn Kilgore
President
Bucket Media, Inc.
1123 Wilkes Blvd. Ste. 400
Columbia, MO 65201

[573-817-2825](tel:573-817-2825) (P)
[573-817-2826](tel:573-817-2826) (F)
[573-673-1307](tel:573-673-1307) (C)
jkilgore@bucketmediaco.com
www.bucketmediaco.com

CAMPAIGN OVERVIEW



Missouri Department of Social Services
May 1 – June 15, 2018
Alternatives To Abortion

Goal

Raise Awareness Of The A2A Program, Resources, Providers And Agencies Statewide

Target

- Geographic Target
 - State of Missouri
 - Additional Emphasis in St. Louis, Kansas City, Springfield, Columbia and Cape Girardeau
 - Demographic Targets
 - Women 16-24
 - Psychographic Target
 - Very low income (185% Less Than Poverty Level)
 - Unexpected Pregnancies
-

Strategy/Implementation

- Utilize Online & Traditional Marketing Strategies To Reach Our Demographic and Psychographic Targets
- Strategic Targeting
 - Demographic
 - Behavioral
 - Interest

MEDIA PROPOSAL



Pandora

- :30 Mobile Audio & Video Ads
- Targeting
 - W16 24
 - Household Income Less Than \$20k
- Geographic Targets
 - Cape Girardeau
 - Columbia
 - Kansas City
 - Springfield
 - St. Louis
- Flight Dates
 - 4/30 6/15
- Projections
 - Audio
 - 10.4% Average Share of Voice
 - 80,811 Paid Impressions / 80,811 Bonus Display Ad Impressions
 - Video
 - 5.1% Average Share of Voice
 - 97,410 Paid Impressions / 97,410 Bonus Display Ad Impressions
- Added Value
 - 500x500 & 300x250 Display Ads

Pandora Investment: \$5,750.00

Traditional Radio

- :30 Ads
- Targeting
 - W18 24
 - Urban Station Format
- Geographic Targets
 - Kansas City
 - St. Louis
- Flight Dates
 - 5/7 5/20
- Stations
 - Kansas City
 - KPRS, KMJK
 - St. Louis
 - WFUN, WHHL

Traditional Radio Investment: \$18,410.35

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

MEDIA PROPOSAL



Cable

- :30 Ads
- Targeting
 - W18 24
- Geographic Targets
 - Kansas City
 - St. Louis
- Flight Dates
 - 5/7 5/20
- Networks
 - MTV, VH1, Bravo, E!, BET

Total Cable Investment: \$14,055.45

Transit

- 28" x 11" Interior Posters
- Geographic Targets
 - Columbia
 - Kansas City
 - Springfield
 - St. Louis
- Flight Dates
 - 4 Week Installation, Posters Will Be Installed Before 5/18

Total Transit Investment: \$12,084.20

ONLINE PROPOSAL



Online Display

- Flight Date: May 1st – 31st
- Geographically targeted
 - Missouri
- Demographically targeted
 - Women 18 24
 - HHI \$30k or less
- Custom Channel
 - Pregnancy info websites
- Custom Audience Segment:
 - Unplanned Pregnancy Help
- Native and banner ads
- Frequency caps available

Total Display Investment: \$5,000.00

Online Video

- Flight Date: May 1st – 31st
- Geographically targeted
 - Missouri
- Demographically targeted
 - Women 18 24
 - HHI \$30k or less
- Custom Audience Segment:
 - Unplanned Pregnancy Help
- Pre roll & Outstream format
- Frequency caps available

Total Online Video Investment: \$2,500.00

Facebook

- Promoted post and video within user's native news feed
- Demographically targeted
 - Women 16 24 years old
- Geographically targeted segments
 - Metro areas
 - St. Louis +25 mile radius
 - Kansas City +25 mile radius
 - Columbia +25 mile radius
 - Cape Girardeau +25 mile radius
 - Statewide excluding metros
 - Ensures statewide coverage of messaging

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

ONLINE PROPOSAL



- Includes desktop, mobile and tablet

Total Facebook Investment: \$3,600.00

Instagram

- Promoted post and video within user's native news feed
- Demographically targeted
 - Women 16 24 years old
- Geographically targeted segments
 - Metro areas
 - St. Louis +25 mile radius
 - Kansas City +25 mile radius
 - Columbia +25 mile radius
 - Cape Girardeau +25 mile radius
 - Statewide excluding metros
 - Ensures statewide coverage of messaging
- Includes mobile and tablet

Total Instagram Investment: \$1,400.00

Snap Ads

- Promoted :10 video within user's native stories and discover feeds
- Demographically targeted
 - Women 18 24 years old
- Geographically targeted
 - Missouri
- Includes mobile and tablet

Total Snap Ads Investment: \$5,500.00

CREATIVE PROPOSAL



Project Management

- Manage all pre production, production and post production arrangements
- Ensure the branding and existing creative concept is carried through to all aspects of the campaign

Production

- One 10 second vertical video
 - For use on Snapchat
 - Keeping with consistent the theme and creative concept
 - Professional music and voice over
 - Up to two sets of minor post production edits per ad*

Graphic Design

- Banner Ad Revision
 - Revised image for existing static banners for display advertising
 - Executed across the full sets of banner ads
- Bus Interior Graphics
 - One (1) eye catching graphic to be printed for bus advertising
 - One set of minor post production revisions per ad*
- Promoted Posts
 - Updated Social Media graphics for Facebook and Instagram
 - One set of minor post production revisions per ad*

Total Creative Investment: \$1,700.00

All creative components will be the property of the client.

More than the allotted number of edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

*Minor edits include:

- Adjusting animation of graphics
- Adjusting voiceover or music
- Changing size or layout of text

Estimate valid through May 1, 2018

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

CAMPAIGN SUMMARY



INVESTMENT SUMMARY

- Pandora: \$5,750.00
- Traditional Radio: \$18,410.35
- Cable: \$14,055.45
- Transit: \$12,084.20
- Online Display: \$5,000.00
- Online Video: \$2,500.00
- Facebook: \$3,600.00
- Instagram: \$1,400.00
- Snap Ads: \$5,500.00
- Creative Assets: \$1,700.00

TOTAL INVESTMENT: \$70,000.00

All creative components will be property of the client. More than the allotted number of edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

Actual online numbers could fluctuate. Daily budgets are set to ensure a maximum spend would not be exceeded.

Approval:

Name: _____

Signature: _____

Date: _____

WWW.BUCKETMEDIACO.COM | 573-817-2825 | MAKING IT HAPPEN

From: Woelfel, Rebecca
Sent: Friday, April 27, 2018 4:28 PM
To: Benne, Joy
Subject: For Signature - Proposal Summary A2A 2016-2017.pdf
Attachments: For Signature - Proposal Summary A2A 2016-2017.pdf

Importance: High

Can you please sign, scan and send back to me today?

CAMPAIGN SUMMARY



Missouri Department of Social Services

May 1 – June 15, 2018

Alternatives To Abortion

INVESTMENT SUMMARY

- Pandora: \$5,750.00
- Traditional Radio: \$18,410.35
- Cable: \$14,055.45
- Transit: \$12,084.20
- Online Display: \$5,000.00
- Online Video: \$2,500.00
- Facebook: \$3,600.00
- Instagram: \$1,400.00
- Snap Ads: \$5,500.00
- Creative Assets: \$1,700.00

TOTAL INVESTMENT: \$70,000.00

All creative components will be property of the client. More than the allotted number of edits or any edits of items that were approved in the storyboard and/or script will require an hourly fee at a contracted price.

Actual online numbers could fluctuate. Daily budgets are set to ensure a maximum spend would not be exceeded.

Approval:

Name: _____

Signature: _____

Date: _____

From: Becker, Brenda S
Sent: Monday, April 30, 2018 10:01 PM
To: Benne, Joy
Subject: RE: Alternatives to Abortion

My thought would be try and use up what we have in stock and then re-print but that is up to you.

Thanks!

Brenda Becker
Department of Social Services
Division of Finance and Administrative Services
Phone: (573)751-7533
Fax: (573)751-7598

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.

From: Benne, Joy
Sent: Wednesday, April 25, 2018 9:55 AM
To: Becker, Brenda S
Subject: FW: Alternatives to Abortion

Brenda,

The attached A2A pamphlet (mission statement updated) will need to be uploaded to the A2A website. This version will need to be translated to Spanish as well.

Question on printing new ones....I currently have a supply with the old mission statement (English version). The instructions given were to deplete the supply within six (6) months. Since we are printing for Spanish should we go ahead and print in English as well?

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jacobs, Gina M
Sent: Wednesday, April 25, 2018 9:33 AM
To: Benne, Joy; Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Thompson, Christine
Subject: RE: Alternatives to Abortion

Note that the mission statement on the brochure needs updated.

Gina M. Jacobs

Deputy Director
Missouri Department of Social Services
Division of Finance & Administrative Services
P.O. Box 1643
615 Howerton Court
Jefferson City, MO 65102-1643

(573) 526-7832 - Voice
(573) 526-4678 - Fax

From: Benne, Joy
Sent: Thursday, April 12, 2018 9:49 AM
To: Jaco, Helen; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion

Good Morning!

Please find attached the responses to the Senate Appropriation Committee's questions. I've include a copy of the A2A pamphlet as well.

Helen...I've left a hardcopy of the document and several pamphlets with Brenda.

Thanks.

Joy E Benne, Fiscal Administrative Mgr.

Missouri Department of Social Services
Division of Finance & Administrative Services
Phone: (573) 751-7027
Fax: 573-751-7598
Email: joy.e.benne@dss.mo.gov

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:20 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: RE: Alternatives to Abortion
Importance: High

A couple of additional things.

The number of participants annually – up duplicated and duplicated count.

Also, can you research Mid-Town in St. Louis. This is the organization they are interested in possibly funding and whether their services can be reimbursed out of Alternatives to Abortion vs. a new line in TANF.

From: Jaco, Helen
Sent: Wednesday, April 11, 2018 2:13 PM
To: Benne, Joy; McDonald, Wade S
Cc: Pattrin, Kristen; Jacobs, Gina M; Thompson, Christine
Subject: Alternatives to Abortion
Importance: High

The Senate Appropriation Committee asked for some information related to the Alternatives to Abortion Program that we need to provide as soon as possible. Can you please assist with gathering the information together in a one/two page summary to provide the Committee members:

- Number or participants that receive benefits (unduplicated statewide count). I testified there were approx. 800 a month that receive services.
- How do they apply?
- What are the qualifications to receive services?
- List of Providers in St. Louis and Kansas City (include addresses)
- List of services that are provided/eligible
- List of services that are not provided/eligible (example – medical)
- When is the contract expire.
- What has been the historical appropriation/spend/lapse by fund and estimate for FY18.

If I have missed anything let me know.

Helen Jaco, Chief Financial Officer
 Missouri Department of Social Services
 221 West High, Room 310
 Jefferson City, MO 65102
 573-751-7533 Phone
 573-751-7598 Fax
helen.jaco@dss.mo.gov

This communication is being transmitted by the Department of Social Services (DSS) and is confidential, privileged, and intended only for the use of the recipient(s) named above. If you are not the intended recipient, unauthorized disclosure, copying, distribution, or use of the contents is strictly prohibited. If you have received this in error, please notify the sender and destroy the material received.